

# The NATIONAL UNDERWRITER

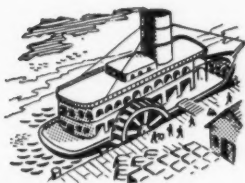
*For* **100 Years**

**MANY A CATASTROPHE HAS TESTED OUR STRENGTH**

**...in meeting them we have grown ever stronger**

We say it proudly because reaching the century mark is no accident. Rather it is a tribute to those forward looking men who developed the strong foundation of

The Saint Paul Fire and Marine—a salute to those early pioneers who founded a flexible, adaptable organization able to meet the trials of catastrophe and grow stronger with the experience gained.

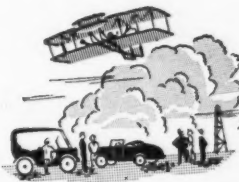


**DEMANDS OF AN EXPANDING NORTHWEST** prompted the formation of the Saint Paul Fire and Marine Insurance Company . . . granted its original charter in 1853, by the Minnesota Territorial Assembly. More than 250 steamboats arrived in 1854—ample reason for marine insurance here.



#### **TRIALS OF CALAMITY . . .**

The great Chicago Fire in 1871 and the 1906 San Francisco earthquake were crucial tests for many insurance firms. Following these disasters The Saint Paul Fire and Marine paid its obligations in full.

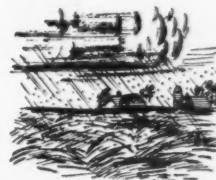


**KEEPING ABREAST OF THE TIMES**—The Saint Paul was among the first companies to enter the Automotive Insurance field and to write Aviation Insurance.



#### **AGAIN CATASTROPHE . . .**

Modern years have brought fabulous disasters and insurance losses . . . the \$40,000,000 New England hurricane of 1938 . . . the \$50,000,000 Texas City explosion in 1947 . . . and greater still, the Northeast wind storms of 1950 with insured losses in excess of \$150,000,000.



#### **A PIONEERING ORGANIZATION**

Saint Paul Fire and Marine began insuring grain against hail damage in 1883—for many years the only large company writing this type of policy. It was also the first American company to issue a complete Comprehensive All Risk Policy on the contents of a dwelling.

*Today*

. . . We are keenly aware that our continued growth and development have been possible because of the loyal cooperation of our thousands of local agents, brokers and employees throughout the United States, their possessions and Canada. We are deeply appreciative of their good will and support.

**EASTERN DEPT.**  
90 John Street  
New York 38, N. Y.

**HOME OFFICE**  
111 W. Fifth St. St. Paul 2, Minn.

**PACIFIC DEPT.**  
Mills Building  
San Francisco 6

**THURSDAY, APRIL 2, 1953**



FIREMEN'S INSURANCE COMPANY OF NEWARK, NEW JERSEY  
ORGANIZED 1855



GIRARD INSURANCE COMPANY OF PHILADELPHIA, PA.  
ORGANIZED 1853



NATIONAL-BEN FRANKLIN INSURANCE COMPANY OF PITTSBURGH, PA.  
ORGANIZED 1866



MILWAUKEE INSURANCE COMPANY OF MILWAUKEE, WIS.  
ORGANIZED 1852



ROYAL GENERAL INSURANCE COMPANY OF CANADA  
ORGANIZED 1906



THE METROPOLITAN CASUALTY INSURANCE COMPANY OF NEW YORK  
ORGANIZED 1874



COMMERCIAL INSURANCE COMPANY OF NEWARK, N. J.  
ORGANIZED 1909



PITTSBURGH UNDERWRITERS      KEYSTONE UNDERWRITERS

# LOYALTY GROUP

*Home Office:* TEN PARK PLACE, NEWARK 1, NEW JERSEY

Western Department: 120 South La Salle Street, Chicago 3, Ill.

Pacific Department: 220 Bush Street, San Francisco 6, Calif.

Southwestern Department: 912 Commerce St., Dallas 2, Tex.

Canadian Departments: 800 Bay Street, Toronto 2, Ontario  
535 Homer Street, Vancouver 3, B. C.

Foreign Departments: 102 Maiden Lane, New York 5, New York  
206 Sansome St., San Francisco 4, Calif.

The National Newspaper of Fire and Casualty Insurance

## New 20% Brokerage Scale in East Is Causing Concern

**May Result in Forcing Up Agents' Commissions as Well in That Area**

NEW YORK—The recent appearance of a new 20% brokerage commission scale for most classes, issued by one of the very large fire insurers, is causing the business in the east serious concern. The scale is applicable in Connecticut, Delaware, District of Columbia, Maryland, Massachusetts, New Hampshire, upstate New York, Pennsylvania, Rhode Island and Vermont—with certain exceptions.

Other insurers are beginning to be pressed for similar action, though apparently the present disposition is to wait and test the situation further before taking action. One reason for caution is that the new brokerage scale affects the northeast sector in a geographical pattern that surrounds New York metropolitan, and the question is whether the scale on the vast volume of premiums there would not be forced up if there were a stampede to 20%.

Last year in the same general area, beginning with New York suburban, there started a swing to a five-point higher commission scale for local agents on fire business. A five-point increase in brokerage might, it is said, force agency commissions another five points since most agents want 10 not five points overriding. The classes covered are those regarded as 25% classes at the agency level.

The new brokerage is not effective in New Jersey, but there, it is said, 20% is not uncommon already.

## Drop Topeka Bar Suit as to Underwriters Adjusting

Underwriters Adjusting has been dropped as a defendant in the Topeka Bar Assn's suit against two adjusting services for illegal practice of law. The suit is still being pressed against Crocker Claim Service of Omaha.

At a meeting between the grievance committee of Topeka Bar Assn. and the *ad hoc* committee representing the insurance point of view, a strong case was made for adherence to the 1939 American Bar Assn. accord. Harold E. Dougherty of the Topeka Bar Assn., however, appeared to feel that a more rigorous definition was in order. The meeting concluded with an agreement to present the matter to the entire committee on unauthorized practice of the law for interpretation.

Members of the *ad hoc* committee 20 include Judge T. F. Railsback, Arthur Hawthorne of the Alliance companies, Hedding A. Anderson of Farm Bureau Mutual, Leon Faute of Hawkeye-Security and G. E. Shank, independent adjuster. They will meet again with representatives of Topeka Bar Assn. after the results of the agreed referral become known.

## Detailed Recommendations for Changes in Marine Definition Are Given

A good many of the detailed changes made in the nationwide definition brought out at the meeting of commissioners with members of the business at Chicago recently reflected changes already accomplished in practice. Among the changes are the following:

In the domestic shipments subsection 1 (a) the time is increased from 30 to 120 days during which property shipped on consignment for sale or distribution may be covered after arrival at consignee's premises or other place of storage or deposit. There was another change in this section to provide that domestic shipments not on consignment, the policy covering which includes hazards of transportation beginning and ending within the U. S., shall not be covered at manufacturing premises nor after arrival at premises owned, leased or controlled by insured or purchaser, nor for more than 120 days at other place of storage or deposit except under certain circumstances.

In the section on bridges, tunnels, other instrumentalities of transportation and communication, there has been effected a conformity with the amended definition, and the reference to tornado is replaced by windstorm. Pipelines would be specifically authorized for inland marine coverage including on-line propulsion, regulating and other equipment appurtenant thereto, but excluding all property at manufacturing, production or refining or conditioning or converting plants.

Where inland marine policies cover power transmission lines, property of generating, converting, or transforming stations or substations is excluded. Radio, TV and similar electronic communication equipment are defined as instrumentalities of communication, and I. M. cover would be specifically authorized on towers and antennae

with auxiliary equipment and appurtenant electric operating and control apparatus wherever located excluding buildings, their improvements and betterments, furniture and furnishings and supplies held in storage there.

Outdoor cranes, loading bridges and similar equipment used to load, unload and transport would be specifically mentioned as eligible under this section.

The definition would be amended to eliminate the exclusion of hazards while in a permanent residence of insured under the tourists and personal effects floaters. Government service floaters would be included in the enumerated classes.

Stamp and coin collection floaters would be added to fine arts floaters, with deletion of the exclusion of stained glass windows and carved glass used for commercial purposes. The musical instrument floater section would delete the exclusion of household instruments not customarily removed from insured's premises. The provision would be eliminated that prohibits covering instruments and professional equipment not commonly carried with insured under the physicians' and surgeons' instrument floaters section. Pattern floaters would exclude owner's premises rather than insured's premises.

Salesmen's samples floaters would no longer be required to exclude coverage of the property insured thereunder on insured's premises. Jewelers' block policies would include coverage of tenant insured's interest in improvements and betterments of buildings, furniture, fixtures, tools, machinery, patterns, molds and dyes. Horse and wagon policies would become live animal floaters.

The installation risks section would  
(CONTINUED ON PAGE 26)

## I.A.C. Panels Stress Improved Methods of Communication

**Better Way of Getting Message Across Big Topic at New York Meeting**

BY RALPH E. RICHMAN

Panel discussions centering on methods to improve communication to the field man and the general public highlighted the spring meeting of the Insurance Advertising Conference in New York last Thursday.

Most emphasis in the discussions was put on the role of advertising departments in insurance companies. Speakers stressed the job of these departments in building the morale of agents, cooperating with trade journals and informing lay people of the value of the product they purchase.

P. Ramsey Taylor, U. S. F. & G., as chairman of the first morning panel discussion on advertising department operations to improve public and stockholder relations, declared that insurance advertising is too self-conscious and approaches its public with such an introverted approach that much of the resultant communications is simply a form of talking instead of putting across a message to the public.

All through insurance, Mr. Taylor said, there should be a more substantial feeling of the importance of the business to each community and to the total national economy. One decision not yet satisfactorily made, on the basis of evidence, is the method in telling the story of the function and services of insurance. Possibly for mass appeal, individual claim payments and individual satisfaction should dominate.

For an annual report to be as effective as advertising, preparation must start in the fall. Emphasis must be on the objectives of the report, its principal theme, the mechanics of its production, selection of any special audiences to be reached, such as agents, employees or customers, in addition to stockholders and a close liaison with the president, around whose statement to stockholders the report itself usually must hang.

V. Harold Kennedy, Kansas City Fire & Marine, who spoke on annual reports, mentioned North America, Fireman's Fund, American Auto and Royal-Liverpool as those providing much above the usual old routine type of financial figures release. Mr. Kennedy urged more study to translate the financial figures into understandable terms but without the use of circus props.

A statement by Harry A. Miller, Fire Association, that fire and casualty companies and organizations have extensive opportunities to publicize their services with little additional expense was acclaimed by I.A.C. members. For example, Mr. Miller said, why could  
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## Late News Bulletins . . .

### I.M.I.B. Files New Personal Articles Floater

Inland Marine Insurance Bureau is filing countrywide a new personal articles floater, effective May 1. The basic exclusions have been simplified and made uniform as respects the pertinent personal classes—which are jewelry, furs, cameras, musical instruments and silverware—without riders or endorsements except the necessary schedules. Golfers' equipment, stamp and coin collections and fine arts may be added, though with certain restrictions.

At the same time, I. M. I. B. is reducing rates on cameras 15%, on silverware 25% and on musical instruments 25%.

Rates are those for the respective personal classes included in the personal articles floater schedule. Minimum premium will be the highest minimum applicable to any one of the classes.

### Announce National Board Gold Medal Awards

The Memphis Commercial Appeal, Oxford (O.) Press, Radio Station KANS of Wichita, and Television Station WBZ-TV of Boston have been named winners of 1952 gold medal awards of National Board for outstanding public service in fire safety and fire prevention. In addition, 21 others won honor award citations.

### G. A. B. Names Wainwright General Adjuster

General Adjustment Bureau has named Harry L. Wainwright, formerly manager of the New York City office, general adjuster; P. M. Adamson, Brooklyn  
(CONTINUED ON PAGE 40)

## Bennett Reviews Commission Control Situation

The midyear banquet of New Jersey Assn. of Insurance Agents in Asbury Park was a testimonial to Walter H. Bennett, retired general counsel of N.A.I.A., who has been a resident of New Jersey more than 33 years. Mr. Bennett discussed the so-called New Jersey commission law and the O'Gorman & Young vs. Hartford Fire case, which was a test of the state law.

Mr. Bennett noted the dissent in the O'Gorman case and said that some day the U.S. Supreme Court will have to back away from its decision there as it did from Paul vs. Virginia in the S.E.U.A. case.

The object of the 25-year-old New Jersey law, which was sponsored by New Jersey agents, was to socialize conditions among insurance agents, which, in a political economy, means to equalize them, Mr. Bennett said. The law says that in order for rates of insurance against the hazard of fire to be reasonable, it shall be unlawful for any company licensed in the state to allow any commissions in excess of reasonable amount and not to allow any commission to any person in excess of that allowed to any one of its local agents on such risks in the state.

Prior to the passage of the law, it was thought that a state commission level would bring to those agents receiving a lower percentage remuneration an increase equal to the higher percentage. Instead of bringing about that desirable result, a strange thing happened, Mr. Bennett noted. The higher percenters were pulled down to the lower level. This is now a part of New Jersey history which has spread out like an enveloping fog into other states. The subject of commissions has been a controversial problem among agents and between agents and companies for many years.

Indicating that he was speaking as an individual, Mr. Bennett said that soon after the law passed, the problem got into court by way of the O'Gorman suit. The O'Gorman agency had a contract with Phoenix of London with a 25% commission scale and with Hartford Fire of "what such services were reasonably worth." When the next account current day arrived the companies refused to pay the agreed and going scale and the agency brought suit. The companies answered they could no longer pay as before because of the new law which levelled all commissions to the 20% they were paying other agents in the state. The case was tried and the lower court held for the companies. The appeals court affirmed and later on so did the U.S. Supreme Court.

The courts in deciding this way took the position that the business of insurance is so far affected with the public interest that the state may regulate the rates and the relations of those engaged in the business. Agents' compensation, being a percentage of the premium, bears a direct relation to the rate charged insured. The percentage commonly allowed is so large that it is a vital element in the rate structure and may seriously affect the adequacy of the rate. Excessive commissions may result in an unreasonably high rate level or in impairment of the financial stability of the insurer.

Afterwards when the all-industry

Walter H. Bennett, retired general counsel of National Assn. of Insurance Agents, addressing the testimonial dinner given him by the New Jersey association last week at its midyear meeting at Asbury Park. At Mr. Bennett's left are Roy H. MacBean, president, and C. Stanley Stultz, past president, who presented the speaker.



## Cancel Tenn. Coverage With "Dummy" Agency

NASHVILLE, TENN.—A crisis was reached in the controversy over the state's approximately \$75 million of fire insurance on state property when the J. V. Richards Co., Nashville, employed by the state to investigate the placing of this coverage, revealed that "about 54% or \$40 million had been placed with the 'Eastwood Insurance Agency, Inc.' of Knoxville, a corporation chartered June 6, 1952, one day before the large amount of coverage was awarded to it.

Almost immediately after this announcement, Gov. Frank Clement announced cancellation of insurance given to this agency, stating at the same time that the companies involved had agreed to the cancellation on a pro rata basis. The amount cancelled represented \$475,000 in premiums.

It developed that the incorporators of the alleged "dummy" agency were three young women, two of whom were employees of Thomas Broadus & Co., Knoxville, the agency credited with handling the placing of all insurance for the former administration. Broadus admitted the connection and stated that the \$475,000 in premiums was divided among 80 agents of the state. One Knoxville agent reported receiving a check for \$75 which he returned to Broadus.

In connection with the claim of Gov. Clement that the fire companies willingly cooperated with him in cancellations on a pro rata instead of a short term basis, it has been reported that back of the agreement was a bill, introduced in the legislature by the administration, to force all cancellations in the state on a pro rata basis. Gov. Clement has announced plans for complete new schedules on all coverage. Political observers expect the pro rata cancellation bill to be allowed to die quietly in committee after it has accomplished its evident purpose.

committee and the commissioners' committee were laboring with a rating law to meet the impact of the S.E.U.A. case, Mr. Bennett said, there was much discussion about the New Jersey case and whether commissions could or should be written into a rating law. These men were unwilling to touch commissions and the matter still remains in the realm of debate.

It is Mr. Bennett's opinion, as it was when he worked with all-industry committee, that a rating authority should properly consider all elements entering into a rate—loss costs, taxes, expenses, etc. Having considered all of them, then it should establish a rate that will adequately and reasonably

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## Three Pontiac, Mich., Agencies Are Merged

The Looney & Wilton agency and the Jack Brannack agency of Pontiac have merged with the J. L. Van Wagoner agency there. The new agency will be known as J. L. Van Wagoner Agency, Inc. Mr. and Mrs. Van Wagoner have sold the majority of their stock, and Mr. Van Wagoner becomes chairman of the board.

The new principals of the agency, aside from Mr. Van Wagoner, will be: President, Roy M. Wilton; vice-president Howard M. Looney, secretary-treasurer Jack Brannack.

Mr. Van Wagoner has been in the business for 42 years. The Looney & Wilton agency has been operating for four years, but each of its principals has been in the business about 24 years. Mr. Brannack has been two years in the agency business and in the insurance business for 11 years.

Mr. Van Wagoner for many years has been prominent in the affairs of Michigan Assn. of Insurance Agents. He is a brother of Murray Van Wagoner, former governor of Michigan, and later U. S. commissioner to Germany after the war.

## Another Credit Union Hit, General on Bond

A. J. Bradshaw, formerly manager of the Los Angeles department of water and power employees credit union 1940 to 1953, was arrested in Brooklyn by the FBI and charged with embezzling \$103,887. The shortages were reportedly discovered after he left for a short vacation at the end of January.

General Casualty of Seattle had a \$50,000 blanket bond on the credit union and there was said to be a "guaranty fund" in addition.

According to the federal prosecutor, Bradshaw was really W. F. Schneider, who served a term in a Washington penitentiary for army desertion. He said Bradshaw indicated he used most of the money from the credit union to give to two former fellow convicts who threatened to reveal his identity.

## Chestnut Richmond Speaker

John Chestnut, home office claims examiner of Mutual Benefit H.A., discussed "Claims and Public Relations" before Richmond Assn. of A. & H. Underwriters.

## Norris Named at Seattle

Edward L. Norris has been appointed casualty field supervisor of Travelers at Seattle. He attended University of Washington and after naval air force service was in home construction and contracting and later with Dun & Bradstreet for three years at Seattle.

## Meiss Urges I.A.C. to Start Promptly on P.R. Activities

Walter Meiss, U. S. manager of London Assurance, in his address before Insurance Advertising Conference last week at New York, advised his audience to start immediately with a public relations program that would personalize the insurance business.

Frequently there seems to be a deliberate attempt to complicate the subject of public relations, he said, and the insurance business in particular has been prone to lay down long range programs that will start to be effective at some time in the future. The business is wasting time, money and effort even talking about long range public relations programs unless it gets to work immediately on some short range actions, he declared.

The cause of the public relations problems of insurance, Mr. Meiss suggested, is rooted not so much in the structure and operations of the business as in the basic problems of human nature and human behavior. While all business deals in property values, property insurance has to reckon with other values as well. The insurers have to reckon with the human reaction of people who pay money year after year. That only a tiny percentage of that is retained does not alter the fact that the business faces a customer relationship that is unique in its potential for creating misunderstandings.

People are inclined to be unfriendly toward people and things they do not know well, and this is one of the underlying problems of the insurance business today, he said. Millions of property owners entrust their cash to insurance companies and yet few of the people have even a rudimentary understanding of the basic principle of transfer of risk; few have ever met an executive of an insurance company or even heard of the company that takes their money. They hardly ever see an insurance company or an executive get favorable recognition in the public print. After 250 years the business still has to get across to the insuring public an easily understood concept of the fundamental service it performs.

If the ensuring public reacted in an entirely rational manner, it would probably insist upon placing its risks with the company showing the most impressive statistics in its annual statement. The existence of hundreds of small successful companies suggests that agents and property owners do not always react in a rational manner and are not unduly impressed by size. They react to such "irrational" characteristics as the personalities of a field man, imagined grievances, pet prejudices, and personal gratitude for relatively unimportant special services.

Mr. Meiss urged that there be some effort to accentuate the positive, recommending that a program can begin to pay off immediately if those in the business begin to work their own individual programs starting right away. For example, people working in the insurance business could make it a point each day to talk with someone outside of insurance, discussing his problems as well as insurance and letting the other person know that many of the problems are shared in common—and that there might be a lot more problems if there were no strong private insurance industry.

Each day people in the business could put aside a few minutes to write a

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## '53 Agent's-Buyer's Guide, All-in-One Manual, Off Press

**Comprehensive Survey Book  
Stresses Insuring Methods,  
Markets for Unusual Covers**

The 1953 "Agent's & Buyer's Guide" yearbook prepared by the editors of "Fire, Casualty & Surety Bulletins" of THE NATIONAL UNDERWRITER was released this week. It is an encyclopedic compilation and practical insurance man's manual with emphasis upon creative (survey) insuring methods and markets for unusual covers ("Who Writes What?"). The book, which first appeared in 1948, has found enthusiastic use among producers and buyers of insurance, company and bureau executives, regulatory officials, underwriters and students. Price of the guide is \$5.

While the information contained in the nine major sections of the guide has many uses, depending upon the needs of the user, a unique feature, as manuals go, is the carefully contrived formula for using it as an all-in-one survey manual. Handling even the most complicated of surveys with the guide will be safe and simple in comparison with the necessarily perilous method of trial and error—reviewing aided by memory, random notes and a forbidding stack of manuals.

Having more than 500 points which should be checked in any survey in one convenient layout—the Survey Analyzer section—minimizes drudgery certainly, but—what should appeal to the busy insurance man even more—it cuts errors and omissions to the bone.

To review only one aspect of this multipurpose volume, here is the survey method which is suggested by the editors and backed with needed information: Determine what covers are needed and whether they are urgently needed (there are three classifications of need for each type of risk) by means of the Survey Coverage Classifier section. Are present policies written correctly—do they plug all gaps within their scope? Answers to these questions are developed through the Survey Analyzer section.

What about covers which should be offered? The Definitions of Coverages section (515 separate definitions) provides simple, easy-to-understand explanations which the typist can put right into the final report. Here is an exposure which calls for an uncommon coverage. Where can such coverage be had? The Markets for Unusual Coverages section contains more than 150 lines which are not everyday matters with the insurance man and 282 companies are listed as writing particular coverages from this list.

Other less ordinary insurance is frequently available through pools, syndicates, underwriting groups and specialty offices. These markets are to be found in two sections, underwriting groups (30 of these, with company membership in the hundreds) and directory of insurance offices offering service on difficult or unusual lines.

The section entitled Illustrative Losses of 1952 has reports of actual losses (there are 64 detailed reports)

(CONTINUED ON PAGE 35)

# What Is Our Business?

## BRIEFLY...it is...

assisting insurance agents and brokers by providing markets for difficult, unusual, or surplus lines of insurance. For example:

- **AMUSEMENT PARKS — Public Liability**
- **CARNIVALS — Liability and Floater Coverages**
- **EXHIBITIONS — All Coverages**
- **PERSONAL ACCIDENT INSURANCE — Executives' Travel, Over Age —World Wide**
- **AUTOMOBILE MATERIAL DAMAGE — Long Haul, Taxicabs, Busses**
- **MALPRACTICE INSURANCE — Doctors, Dentists, etc.**
- **HAND DISABLEMENT COVERAGE — Musicians, Surgeons, etc.**
- **PRIMARY AND EXCESS PUBLIC LIABILITY AND PROPERTY DAMAGE — Hazardous or Unusual Risks**
- **EXCESS MOTOR TRUCK CARGO — (Primary where no filing required)**
- **AUTO RACES — Liability**
- **AUTO RACE DRIVERS — Personal Accident**
- **OPEN STOCK BURGLARY, ROBBERY, ETC.—(Unusual or hazardous risks)**
- **FIDELITY — Primary and Excess**
- **WORKMEN'S COMPENSATION — Excess Catastrophe or Excess Aggregate**
- **ERRORS AND OMISSIONS COVERAGE — Insurance Agents, Architects and Other Professions**
- **UNUSUAL INLAND MARINE COVERAGES**
- **REINSURANCES**

This is, of course, not a complete catalog of all the coverages we can afford through our facilities, but this will serve to give you some idea of the extent of our markets.

This agency writes no direct business, accepting coverages only when placed through licensed agents or brokers.

We have the competent staff necessary to promptly assist you in writing these unusual insurances.

## MAC GIBENY-GRUPE, INC.

### INSURANCE

Lloyds London Correspondents

SUITE 630

INSURANCE EXCHANGE

CHICAGO

Telephone WAbash 2-9580

## Ariz. Insurance Probe Killed, But Code to Be Studied

The Arizona house has killed the controversial proposition to investigate the insurance business in the state. The bill had previously passed the senate, but the house, by a series of amendments took away the investigative powers of the proposed insurance committee and authorized the state attorney-general to study and investigate the industry "to the extent he deems necessary." The proposition passed the house by a vote of 68 to 1, and now goes back to the senate for concurrence in the amendments.

The house, however, did allow under its version, a committee to study the proposed new insurance code and report to the legislature on it next year.

The amendments were proposed by the house appropriations committee. In support of the changes, Rep. Jack Hays said the senate bill would empower any member of the committee, all of whom would have been insurance men, to probe into the affairs of their competitors.

Rep. Robert H. Wallace, an insurance man, said the senate bill was cleverly worded so the investigation would apply only to Arizona companies. "It is sure no secret, he said, "that it is the primary intent to put Arizona insurance companies out of business." Mr. Wallace is president of National Life & Casualty of Phoenix, one of the Arizona benefit companies which the original resolution was designed to have investigated. He is also chairman of the house insurance committee.

Mr. Wallace said one of the legislators had been an employe of his company from October, 1951, to September, 1952, and now was pushing the bill, according to Mr. Wallace to eliminate competition. This former employe is now with a legal reserve life company that started out as a benefit company, he said.

## Accountants' Meeting Set

The spring meeting of Assn. of Casualty Accountants & Statisticians will be held May 11-13 at the Skytop Club, Skytop, Pa.

## Plan Legislation to Clarify Debit Rating in North Carolina

RALEIGH, N. C.—Legislation to rectify statutory defects which led to a supreme court decision invalidating the North Carolina Automobile Rate Administrative Office's merit rating plan for liability coverage has been introduced in the legislature.

The rate office and Commissioner Cheek have petitioned the court for a rehearing, contending that Blue Bird Taxi Co. injected the statutory argument in the case only after it had reached the supreme court. When arguing before Cheek and the superior court, the taxi company had based its case on the contention that the merit plan had constitutional defects, and Cheek now says he has not had an opportunity to present his case adequately against the statutory argument.

The legislative proposal would amend the laws relating to both automobile merit rating and workmen's compensation, since the supreme court's decision also cast a shadow over the W. C. plan. The amendments would authorize a system of debits and credits. Approval of the bill is expected.

The supreme court had held that debits were barred because the law specified only that premiums could be reduced.

## Hitke Moves Coast Office, Dillingham Is Named

The Kurt Hitke & Co. Pacific Coast office at Los Angeles has been moved to new and larger ground floor offices at 1535 Wilshire boulevard. Stewart W. Dillingham is secretary in charge. Mr. Dillingham also has been named resident vice-president for Public National Ins. Co. of Miami, which is part of the Hitke organization. Public National has recently been licensed in California, Arizona and Nevada, and has applications pending in Oregon and Washington.

John A. Geary, supervisor of training Employers Liability, spoke to the Manchester, N. H., chapter of Society for the Advancement of Management on "Fundamentals of Industrial Accident Prevention."

## Milwaukee 1-Day Speakers Announced

MILWAUKEE—Speakers for the Milwaukee Insurance Day April 16 have been announced. Thomas Callahan, Milwaukee, Time, vice-president of International A. & H. Assn., will discuss "Selling A. & H. Insurance"; J. Dillard Hall, associate agency director of U. S. F. G., "Survey Selling"; L. A. Knauber, Wisconsin state agent of American, "Selling Property Insurance"; G. W. Lutton, manager American International Underwriters Agency, "Problems of Foreign Insurance and How to Sell It"; Walter M. Harrison, Jr., assistant manager of Travelers public information and advertising department, "Company and Agency Advertising," and James Dornoff, general sales manager of Pate Oil Co., "Enthusiasm in Selling."

Gustav E. Schwarm is chairman of the program committee. Milwaukee Board of Underwriters is sponsoring the event.

## Five Revisions in Minn. Assigned Risk Plan

Five changes have been made in the Minnesota assigned risk plan, effective April 1.

1. The company to which a risk is assigned must now issue a policy or bind coverage within two days of receipt of assignment instead of 15 days as heretofore.

2. Deposit premium has been increased on private passenger cars to \$15; busses and long haul trucks, \$150; taxi cabs, private livery and public livery, \$75; local trucks subject to state or federal regulation, \$50, and all other commercial or public motor vehicles \$20.

3. Offences committed by juveniles will be considered on the same basis as when committed by an adult driver.

4. The plan is now available to non-residents who are members of the U. S. military forces if stationed in Minnesota at the time of application.

5. Revised application form must be used effective April 1.

## Guarantee of N. A. Extra

Guarantee of North America has declared an extra dividend of \$3 a share payable April 15 to holders of record March 31.

## Mutuals Filing 6-Months Auto Plan Country Wide

Mutual Insurance Rating Bureau has introduced revised rules in New York to provide for writing automobile liability policies for a specified period of six months at 50% of the annual premium charge. The New York insurance department has approved the changes to apply to policies written on or after May 1, with a retroactive provision permitting the application of the new rules to policies with an effective date on or after March 1.

The new program involves the introduction of a revised rule 10 of the automobile casualty manual. A short rate table applicable only to six months policies is included in the rule. Rule II, cancellation, changes, automatic coverage, and minimum premiums, has also been amended to reflect the new basis for writing six months' policies.

Revised rules for writing six months policies have been filed in other states.

The announcement by the mutual bureau is of special interest as respects New York because it has been known for some time that State Farm Mutual, which features the six months auto policy, has been planning to enter the state. The appeal of the short term policy undoubtedly has increased as rates have gone up and the annual premium for the auto policy has moved up toward \$100 and more.

(Agents and agency stock insurers have been reluctant to consider the half-year contract because of the additional work and expense it entails. Presumably, however, the subject will get serious consideration now that the mutuals have moved in an organized way to establish it as a general practice.)

## Salem Mutual Fire Elects

Malcolm J. Ruhl has been elected treasurer of Salem Mutual Fire. Advanced to vice-president and secretary was J. Perley Rawding, formerly secretary and treasurer. William Chisholm was reelected president.

Mr. Ruhl, who has been with the company two years, was formerly with Froggatt & Sons, insurance accounting firm.

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## Record Crowd for N. J. Midyear at Asbury Park

**Change Steering Committee  
Election; Eye Compulsory  
Auto, Other Bills**

BY KENNETH FORCE

ASBURY PARK—A record crowd, more than 300, attended the first overnight midyear meeting of New Jersey Assn. of Insurance Agents here. The group adopted a change in the constitution that provides for election of a representative to the executive committee from each of the organization's seven districts, plus two at large. Presently all committeemen are elected at large. The change originally was asked by Bergen county.

Agents expressed some concern over introduction of a compulsory automobile liability insurance bill by one of the state's candidates for governor. They hope that with a modern financial responsibility bill and unsatisfied judgment fund already on the law books they will not have too much trouble with the new bill. But they are watching the new proposal carefully.

Lobby reports at the convention had it that a modern agent's qualification proposal in which the group was much interested has been withdrawn from the legislature, where it had taken the form of companion bills in the two

houses, as a result of automobile dealer pressure.

Agents heard an intelligent appraisal of the auto liability situation from Thomas O. Carlson, actuary of National Bureau of Casualty Underwriters; a fine piece of oratory by Walter H. Bennett, retired general counsel of National association, who was honored at the banquet, and a number of helpful selling suggestions from a panel of agents and company men.

President Roy H. MacBean, Cran-

ford, in his report said that the casualty and compensation committee shortly will send all members a questionnaire on auto liability, with special emphasis on market. A special meeting of the association may be called in a few months to consider retrospective rating of larger workmen's compensation lines, which the committee has been studying several years.

Mr. MacBean and Executive Secretary C. J. Unger have held informal discussions with National Automobile Underwriters Assn. and National Bu-

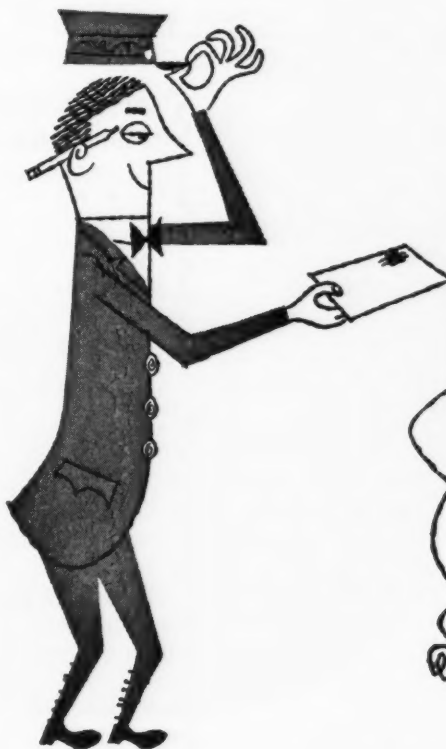
reau on improving the cover of the standard auto policy—so that association members can successfully compete with direct writing independent companies, some of which already are issuing a contract granting superior coverage. The problem will be presented to the appropriate committees of those two company organizations.

Frederick W. Doremus, manager of Eastern Underwriters Assn., has promised to bring before his group the agents' request for a plan to pay New  
(CONTINUED ON PAGE 39)

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## Atlantic City Hotel Loss Exceeds \$600,000

The insurance loss on the Strand Hotel on the Atlantic City Boardwalk, the main central section of which was destroyed by fire, will run about \$500,000 on building and possibly \$100,000 on contents. There was \$40,000 U. & O., and this probably will be total since the hotel was booked solid for the Jewish holidays and Easter and was one of the more popular hostelrys in the city.

It was the frame, center section, the original part of the hotel, that was practically demolished. The heavy slate roof fell in and little salvage is anticipated. The two wings, of fire resistive construction, were damaged but only by water and smoke. The hotel was sold but well maintained.

## Small Insurance Values in Disastrous Nursing Home Fire at Largo, Fla.

Fire at the nursing home at Largo, Fla., last Sunday that resulted in the death of 33 persons, occurred in a small one-story building valued at between \$20,000 and \$25,000, of which only about 25% was insured. There was no insurance on the contents.

The cause of the blaze is unknown, but apparently it was not incendiary. Several deputy state fire marshalls representing commissioner Larson, who is also state fire marshal, are investigating the fire.

## Adjusters to Hear Yates

"Comments on Demonstrative Evidence" will be given by Tom L. Yates of the Chicago law firm of Seago, Pipin, Bradley & Vetter at the April 15 meeting of Casualty Adjusters Assn. of Chicago.

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## Royal Exchange Group in Strong Position

The strong position of the companies of the Royal Exchange group in the United States is shown in their annual report. Net premiums written in 1952 totaled \$12,061,852. Losses incurred were \$5,882,368 or 48.77%.

Assets of the four companies in the United States are \$22,019,527. Reserves for losses, unearned premium reserve, and all other liabilities total \$14,556,539. Capital and statutory deposits total \$2,500,000. The combined policyholders' surplus amounted to \$8,462,988, an increase of \$453,191.

## "Get Tough" Attitude on Auto Thefts Needed: German

A "get tough" attitude on the part of judges and juries, as well as penal institutions, is the only solution to the steadily worsening automobile theft picture, B. H. German, special agent at Seattle for National Automobile Theft Bureau, told the Seattle Blanket Club.

Mr. German said convicted automobile thieves are treated far too leniently—proof of which is the fact that a great number of them are repeaters.

He said 1952 was the worst year for automobile thefts, with a 24% increase over the previous year. The situation has been getting worse every year since the last war, he said. This has been caused by the high values of automobiles, the lack of stern punitive measures, the "excitement" involved in stealing cars, and by the fact that stealing automobiles has the advantage over other forms of theft in that the "getting away" is furnished.

Teen-agers present the biggest problem. A large percentage of thefts turn out to be "joy rides" by young irresponsibles, but usually some damage to the car is involved, plus recovery costs.

## Robinson on Ohio

### Mutual Agents Card

COLUMBUS—Superintendent Robinson will be guest of honor at the dinner at the annual meeting of Ohio Assn. of Mutual Insurance Agents here April 23. Instead of a formal dinner speaking program, there will be four professional entertainment acts.

J. H. Rohrer, Springfield, agency vice-president Guarantee Mutual, is chairman of the Ohio 1752 Club committee for the hospitality hour which traditionally precedes the dinner. G. W. Hare, Columbus, special agent Northwestern Mutual, is president of the club.

B. W. Phelan, Versailles agent, has been added to the program. He will talk on "Underwriting Farm Business."

## Interim Auto Probe in N. H.

CONCORD, N. H.—A five-member interim committee has been set up by the house to look into automobile liability insurance and report to the 1955 legislative session.

The committee, to be named by the governor, will consist of two insurance men, two representatives of the public, and a state motor vehicle department representative.

Among the subjects for investigation will be merit rating, demerit rating, compulsory insurance and unsatisfied judgment fund.

## Still Is Tucson Head

Warner Still has been appointed Tucson manager for Lyle Adjustment Co. Until last January when he went with Lyle at Tucson, the previous five years he had operated his own adjusting office at Reno, Nev. He is a grad-

uate of the University of Nevada and has a law degree from Golden Gate College. He was with Commercial Union from 1926 until 1945 and had extensive and varied experience. He is a past president of Automobile General Adjusters Assn. of San Francisco.



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## Leslie Asks for Reins on Domestic Mutuals of Penna.

The Pennsylvania department is sponsoring a number of bills to improve the administration of multiple line operations. The original multiple line law was general in nature and there are a number of specific situations, particularly in regard to the formation of new companies that need to be spelled out.

The department is behind a bill to make unearned premium reserve requirements applicable to domestic mutual fire companies with limited or unlimited liability assessment clauses. Presently such companies are not required to set up premium reserves, the theory being that the assessable feature offers sufficient safeguard. The department stated that recent experience "leads us to believe that attempts to collect assessments by companies which receive a cash premium in advance or currently are ineffective and costly because by the time such mutuals reach the dissolution stage, some of them have little or no assets other than the contingent liability of policyholders to an assessment."

Some of the domestic mutual fire companies have been issuing irregular or non-standard automobile liability policies because under the present laws the commissioner has no control over the policies issued by domestic mutual fire companies. Commissioner Leslie said he has received numerous complaints of unusual policy provisions which allow the company to deny liability. There is a bill to give the commissioner specific authority over casualty policies issued by domestic mutual fire companies.

In connection with another bill, the department said that many undesirable risks are being accepted by some of the domestic mutual fire and casualty companies from states in which they are not licensed and in several recent instances such practices contributed materially to a financial deficit and the insurers were ordered to be liquidated. Hence there is a bill to prohibit such companies from insuring risks that are physically located beyond the borders of Pennsylvania.

There is a bill to expedite the getting of a court order for liquidation of an insurance company. Presently, hearings must be held before the insurance commissioner when the examiners have reported a company to be insolvent or in a hazardous way; then there must be the same hearing before the attorney general, and then before the court and at least 10 days notice is given of all the three hearings. Accordingly, the court order for liquidation frequently has been delayed for months. This is prejudicial to the policyholders, the department stated. There is a bill to give the commissioner the right to apply directly to the court where the main hearing would be held.

### Caron Nashua President

Edgar R. Caron has succeeded Archie M. Slawsky as president of Nashua (N. H.) Fire & Casualty Insurance Agents Assn. Vice-president is Paul Sadler, Jr., and secretary, Arlon W. Jennison.

### Weldon Texas State Agent

Security of New Haven has appointed Walter J. Weldon state agent at Dallas. A graduate of Armour Insti-

tute, Mr. Weldon spent six years with Kentucky Inspection Bureau and then went with America Fore as western department engineer.

In 1943 he took charge of the Cleveland office of the Security companies and established it as a multiple line service office for northern Ohio.

### Phoenix Names Neal in Neb.

William H. Neal, III, has been appointed special agent in Nebraska by Phoenix of Hartford. He is a graduate of Yale and has recently completed the home office training program.

### Hart to Head Employers New Central Department

The Employers group opened a new central department at Columbus, O., April 1. It will service business in 10 counties in Ohio and all western West Virginia business except that from Bluefield.

Thomas M. Hart is the resident manager. He formerly held the same position for the northwestern department at Minneapolis, and is celebrating his 25th year with the group. Hen-

ry F. Brodish, formerly agency supervisor for the middle department at Philadelphia, will be assistant resident manager.

### Johnson Named in Ore.

Ray D. Johnson has been appointed special agent for the casualty department of the Aetna Fire group in Oregon with headquarters at Portland.

W. I. Feuer has sold his interest in the Feuer & Ossip Agency at Miami Beach and the agency will now be known as Ossip Insurance Agency, the owner being A. E. Ossip.

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## Chicago Insurance Law Firm Has Executive Changes

The Chicago law firm of McKinney, Carlson, Barnes & Smalley that is prominent in the insurance business in the middlewest, has announced that Sherman R. Barnett has become a member of the firm. Hayes McKinney and C. Oscar Carlson have assumed an advisory capacity and will continue their association with the firm as counsel.

## Hartford Fire, Accident Have Surplus Increased

Hartford Fire and Hartford Accident surpluses received substantial increases, the result of quadriennial convention examinations completed recently by examiners of National Assn. of Insurance Commissioners. The fire company was given a \$23,381,228 surplus increase over the company claim in the Dec. 31, 1951, statement. Surplus to policyholders was made \$181,616,415. Hartford Accident surplus was increased \$951,018 and pol-

icyholders' surplus became \$73,105,514.

Hartford Fire increase resulted mostly from higher valuations placed on wholly owned affiliated companies, being \$19,900,027 of the total. The accident company's increase was primarily a change in the reserve for losses.

Departments joining the Connecticut department were New Jersey, Ohio, Kentucky, Minnesota, Arkansas, and Utah. Chief examiner was Joseph T. Goeghegan of the Connecticut department.

## May Raise Tex. P.D.L. Rates, but Not B. I.

Indications are that Texas board of commissioners will allow an increase in the neighborhood of 8% in property damage liability rates, while B. I. rates will be held at the present level or reduced. A hearing was conducted last week at Austin with Garland A. Smith, casualty commissioner, presiding. William Thompson of Automobile Insurance Service Office, Dallas, said the tables indicate an 8% increase in P.D.L. rates, but he said it should be 10%. He also asked for a 17% increase in medical payment premiums.

## Agency Operation of Schiff, Terhune at Chicago is Discontinued

The Schiff, Terhune brokerage organization of New York, which has offices in San Francisco, Los Angeles, Milwaukee and Chicago, is discontinuing its agency operations in Chicago, and henceforth will be exclusively a national brokerage firm. The Chicago office in the Board of Trade building will continue as a brokerage operation, and Leslie N. Bruchs, vice-president of the parent corporation and vice-president of the Illinois corporation, will be in charge there until the new setup is perfected. Schiff, Terhune has had an agency operation at Chicago for about two years, and elsewhere was doing a brokerage business only.

John W. Thorne, who has been resident vice-president at Chicago, recently joined Continental Casualty as superintendent of agents in the home office fidelity and surety department.

All brokers in Chicago of Schiff, Terhune have been notified of the change, which was taken after first conferring with the companies represented. Chicago brokers will continue to receive service on their business, as will the policyholders, from the companies carrying the lines.

elected manager and secretary and Ralph G. Malone executive secretary. The following representatives of San Juan agencies were elected members of the advisory committee: Jose Luis Hernandez, J. B. Carrion, Ventura Marin, Mariano Roses and Carlos Conde.

Following the meeting a luncheon was held honoring the new superintendent of insurance, Mariano Nieves Hidalgo, his staff and the advisory committee.

## C. W. Makin of Camden Fire to Retire

Charles W. Makin, vice-president and secretary of Camden Fire, will retire March 31 at his own request under its retirement plan after more than 44 years with the organization.

He joined the company in 1908 as an office boy. He progressed through the underwriting, agency and statistical departments and in 1917 he was made assistant to the chief accountant; auditor in 1926 and assistant secretary in 1928. After serving as assistant secretary, assistant treasurer, secretary and treasurer and vice-president and secretary, he was made executive vice-president and secretary in 1948.

He has been active in insurance and accounting circles nationwide. From 1942 to 1952 he was a member of the uniform accounting committee of National Board and for three years ending in 1952 served as its chairman.

## Another Ky. Employee Joins Bankers L. & C.

Thomas P. Rogers, II, who has been director of the accounts and controls section of the Kentucky finance department, has joined Bankers Life & Casualty in an administrative position. Mr. Rogers has been with the state since 1948, and has been closely associated with H. Clyde Reeves, former revenue commissioner of Kentucky, who went with Bankers L. & C. in November.

## N. C. Hail Rate Hike O.K'd

RALEIGH, N. C.—Approval of rate increases requested by North Carolina Fire Insurance Rating Bureau on hail insurance for tobacco has been announced by Commissioner Cheek.

The approval means that rates in 31 counties will go up while in seven other counties, rates will be decreased. The net increase is approximately \$650,000. The commissioner pointed out that even with the increase, the loss ratio is 52.14%, against the industry objective of 50%.

## Gehrig Joins Allstate

James T. Gehrig has resigned as special agent for Cravens, Dargan & Co. at Seattle to join Allstate there.

Duane Gregg has become manager for Cravens, Dargan. He was formerly with Edward Brown & Sons.

## Neb. Mutuals Elect

John C. Binkman was elected chairman of Nebraska Assn. of Mutual Insurance Companies at the group's 57th annual convention at Lincoln. Formerly vice-chairman, he succeeds Ernest F. Johnson. Other officers are Clarence R. Person, vice-chairman; D. T. Gustafson, reelected secretary-treasurer and named delegate to the national convention.

Included on the program was a panel discussion on reinsurance led by Edward Lehmkuhl, and one on electrical hazards on the farm led by Andrew Morton. Lyndon S. Crane, chief inspector of Nebraska Rural Electric Assn., spoke.

## Plan Giant Meeting to Hear John P. Keevers

John P. Keevers, resident vice-president at Chicago of Maryland Casualty, will describe his experiences as foreman of the Cook county grand jury last fall before a joint meeting of Casualty Underwriters Assn. of Chicago, Burglary Underwriters, Mariners, Chicago A. & H. Assn., Surety Underwriters Assn. and Knockers Club, April 7. Casualty Underwriters Assn. is the originating organization on the talk.

## Confer With Coast Fieldmen

The public relations committee of Pacific Board held its annual conference with company field men at an all-day session March 30 at San Francisco.

The meeting centered about reports submitted by the various field men's associations throughout the territory, which provided material for open discussions followed by suggestions. Clyde M. Marshall, vice-president of Aetna Fire and chairman of the board's public relations committee, conducted the conference.

## Auto Dealer Bill in R. I.

Legislation has been introduced in Rhode Island to require that applicants for agents licenses be refused if their principal activity is to place insurance on their own property or that of a relative, employer or employee, or on property sold or mortgaged by them. This would affect principally automobile dealers. The commissioner would be compelled to revoke the license of any agent so engaged at the present time.

Also, agents for casualty companies would be brought under the examination laws, although there is a grandfather clause here.

## Puerto Rico Bureau Elects

At the annual meeting of Puerto Rico Inspection & Rating Bureau, San Juan, Robert G. Bodet, vice-president and secretary of Home, was elected chairman of the executive committee. G. Norman Dorphley, formerly assistant manager of the Insurance Rating Bureau of District of Columbia, was



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## Carlson Eyes Auto Competition for Bureau Agents

ASBURY PARK—Members of New Jersey Assn. of Insurance Agents face tough competition in automobile liability insurance, Thomas O. Carlson, actuary of National Bureau of Casualty Underwriters, told the organization at its midyear meeting here. However, that competition has several forms—rates, territorial definitions, coverage and classification.

Bureau companies can reduce the difference between what they offer in this field and what other companies offer to about the difference between their agents' commission and the acquisition cost of other insurers. At that point, it is up to the agent. He can and in many cases daily does overcome the difference in price with a difference in service. He quoted one prominent agent who meets competitive rates when those are mentioned by his insured by frankly stating that this difference in price is what he, the agent, gets for representing insured instead of insurer—and pointing out how it is worth the money.

What does the agents' competition amount to in New Jersey? Mr. Carlson showed how the agency companies have been faring in the state. In 1936 all stock companies wrote 87% of the automobile liability business in New Jersey; in 1951 they wrote 88%. This is not quite a fair comparison since there are one or two aggressively competitive non-agency stock companies. Consequently, he pointed out that present members of the National Bureau in 1936 wrote 42% of the auto liability in New Jersey and in 1951 wrote 45%.

This shows how cockeyed statistics can be, however, he said, because on the face of it there is not much of a competitive problem—but all agents know that there is one.

He noted that between 1948 and 1951 the position of the agency companies deteriorated. One prominent non-agency stock company increased the percentage of the auto liability premiums it wrote in New Jersey from 2.5% to 5%, and in 1952 this one company increased its writings 40%, posing a very serious problem.

As to rates, not more than eight or ten companies in New Jersey are writing at a deviation of as much as 10% off. But one large stock non-agency company has been writing 15% off and recently modified this to an average of 22% off. However, he said, the catch here is in this company's rating plans. The stock agency company can meet the rate competition fairly well, but the real competitive weapon lies in rating plans. He stressed the fact that if agents want their companies to meet all of the refinements that competitive companies set up in their classification systems, the agents must face the necessity of getting signed applications from insured. The one company that especially features a difference in classification plan gets such signed applications, and this seems to be the only way that insurers can hold such refinements in line.

## National Moves Canadian Head Office to Toronto

To give expanded insurance and agency service countrywide, National Fire has transferred its Canadian head office from Montreal to Toronto.

Manager J. W. Teskey and Assistant Manager F. C. Carroll will be in

charge of the Canadian department at the new Canadian head office, Commerce & Transportation building, 159 Bay street, Toronto, in addition to General Manager C. C. Hall, who has been in Toronto for some time.

The group also maintains a branch at Montreal street to supervise business in Montreal and Quebec, and service offices at Regina and Vancouver.

## Miss. Mutual Agents Assn. Elects

Perrin Purvis of Tupelo, Miss., was elected president of the Mississippi Mutual Insurance Agents Assn. at the an-

nual meeting at New Orleans. Goodlow Love of Leland was elected vice-president, Sam Kleisdorf of Vicksburg secretary and John Morgan of Hattiesburg treasurer.

## Guarantee of Cal. Has Fine Gains in 1952

Guarantee of Los Angeles in its 1952 statement shows assets of \$3,680,269 as compared with \$2,846,737 in 1951. The surplus to policyholders is now \$706,548, a gain of just over \$100,000.

Net premiums last year amounted to

\$4,587,497, up \$1,400,000 and the unearned premium reserve is \$1,170,296. Loss reserve amounts to \$1,602,961.

Last year Guarantee entered Kentucky, appointing C. T. Dent of Louisville as general agent for the state. Early in 1953 the company went into Arizona, naming the Petersen Co. of Phoenix as general agents.

John Henry Martin, manager of Standard Forms Bureau, San Francisco, was the speaker at the March meeting of Insurance Accountants Assn. of San Francisco. He discussed "Broad Form Coverages."

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## America Fore Modernizing

American Fore's modernization program at the home office, 80 Maiden Lane, New York, starting with the elevators, which have been completed,

will be finished late in 1954. The program includes full air conditioning for the 350,000 square feet. Offices will be extensively redecorated and modernized, including engineered lighting, acoustical ceilings and new flooring.

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## Compliments Jury on Small Verdict

NEW YORK—A jury in the supreme court, the state's lowest tribunal, brought in a verdict of \$9,050 in favor of Jane Froman, singer, and \$9,580 in favor of Gypsy Markos, dancer, against Pan American Airways as a result of the crash of the airline's Yankee Clipper in 1943 near Lisbon, Portugal.

The jury voted 11 to 1 in favor of Pan American Airways. Miss Froman had sued for \$2,500,000 and Miss Markos for \$1 million. No award was returned for Donald Ross, former husband of Miss Froman, who had asked for \$100,000 for the loss of her companionship.

Harry Gair, widely known New York City attorney, charged that the pilot of the plane had wilfully disregarded landing instructions.

The court denied motions to set aside the verdict as being contrary to the weight of evidence. The two verdicts represented limit of liability under the Warsaw Convention, plus loss of personal belongings. The airline had conceded the limited liability. It has not been decided whether an appeal will be taken to the appellate division.

Justice Aron Steuer thanked the jury for doing something "essentially unpopular." The judge said he hadn't the slightest doubt that the decision was absolutely correct on the facts and if it had been to the contrary he would have had the duty of making a change.

There was much interest in the case because of the size of damages asked, because of the participants in the suit, and because of the possible effect a large verdict would have had upon the Warsaw Convention.

In Brooklyn a supreme court justice upheld a jury verdict of \$192,525 that had been awarded a worker paralyzed after a fall from a ladder while working for Merritt-Chapman & Scott Corp. on pier 9, Brooklyn. In holding that the award was not excessive, the court noted that the injured person was 37, his injuries were permanent, and the current value of the dollar has greatly shrunk.

## Insurance Cost of Retail Stores Is Heavy Burden

The public liability insurance cost of department stores is becoming an increasingly critical factor, according to Dwight Sleeper, head of Insurance Buyers Council of Harwich Port, Mass., in addressing the Metropolitan Controllers Assn. at New York. During 1951 the cost of insurance for retail stores ranged from 12% to 44% of the net profit earned and in 1952 it is certain that the percentage was even higher. Even so, the casualty insurers lost heavily because they were forced by claimants and the courts to pay out millions more than they collected for premiums. Unless the stores can reduce the causes of claims and unless the public, the legislatures and the courts can "be persuaded to reduce their exorbitant demands for damages" insurers will have to charge rates that the stores cannot afford to pay or else they will stop writing insurance. That would put many stores out of business, he said.

## Regional Meets in Maine

Regional meetings of Maine Assn. of Insurance Agents are being held at Presque Isle, April 13, Pittsfield, April 14 and at Auburn for the Lewiston-Auburn group, April 15.

It will be an afternoon session at

each place with President Clyde Johnston leading off. Ray Blinn of Hartford Accident will give a talk on malpractice insurance; Roger Woodman, Employers Liability, on public liability problems; John J. Connor of Merchants Mutual Casualty on loss adjustments and Richard B. MacLennan and Howard Kyes on legislative results. There will be a social hour and dinner. Clifford Leeman of Portland heads the program committee. Chairman at Presque Isle is R. H. Frost; at Pittsfield, B. K. Look and at Auburn, William White of Lewiston.

L. R. Akin of Decatur, Ga., has been appointed manager of the newly formed insurance department of W. P. Leedy & Co., the mortgage loan company, at Atlanta.

## GENERAL AGENTS

### COLORADO

**Braerton, Simonton, Brown,  
Inc.**

527 Gas & Electric Building  
Denver  
Phone Acoma 4851

### Ritter General Agency

**FIRE—SURETY—CASUALTY**  
855-62 Gas & Electric Building  
Phone Acoma 2811

Denver 2, Colorado  
Colorado—Wyoming—New Mexico—Utah

### KENTUCKY

**Bradshaw & Weil General  
Agency Co., Inc.**

Starks Building  
Louisville 2, Kentucky

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## Service Guide

**The STEVENS PLAN**  
A System to FINANCE  
**INSURANCE PREMIUMS  
FOR BANKS**  
Descriptive Folder From  
Allan C. Stevens, White Plains, N. Y.

## PERSONNEL EXPERT'S VIEWS

## Calls Continuing Education of Supervisors Best Way to Combat Clerical Help Dearth

The most effective answer to the ever-increasing difficulty of getting and keeping competent clerical workers is improved supervision through a continuing program of education and training for those who do the immediate supervising of these workers, according to Guy Ferguson of Ferguson Personnel, Chicago. Mr. Ferguson specializes in insurance placements.

In many years of observing insurance company operations, Mr. Ferguson has been repeatedly struck with the troubles that are due to faulty supervision, particularly at the lowest level. Equally impressive are the good results of the right kind of supervision of the rank and file of clerical workers.

A key point about any training program, Mr. Ferguson emphasizes, is that it must be continuing, or at least periodic, if it is to be worth anything. The trouble with most training, he points out, is that it starts off with much enthusiasm and high hopes and actually does some good—but only temporarily. Most of what is learned is forgotten before it has had a chance to become a habit. Hence, the follow-up is vitally important.

Mr. Ferguson favors a series of two-hour weekly sessions for 10 weeks, followed by a four-week interval, and then another series for 10 weeks, and so on.

One difficulty that Mr. Ferguson has observed is that too often when a company is successful in getting a bunch of bright, eager young workers it puts them under the supervision of someone who has little natural talent for either supervision or teaching, who is afraid of his job and resents anyone who looks like a "comer." Such a supervisor badly needs to be shown how to manage his young charges if the company is to get the most out of them and they themselves are not to be discouraged and frustrated from the start.

Morale comes from the top down, Mr. Ferguson points out. If the clerical worker's supervisor is a crusty character, soured on life, or just plain lacking in the know-how of teaching and supervision, morale will suffer, no matter how much the company may pay above the going wage. Similarly, with good morale factors, a company can pay somewhat less than the generally accepted scale and still get and hold good personnel, though naturally there is a limit to the extent to which enlightened personnel policies can be expected to take the place of take-home pay.

It isn't in the cards, Mr. Ferguson believes, for the clerical help shortage to improve very soon. He said it's estimated that about 3 million fewer babies were born during the depression of the 1930's and hence the population age group from which clerical workers are ordinarily recruited is abnormally small.

Added to this is the number of civilians employed in government, probably 3 million more than 20 years ago, and

some 2 million men under arms. Besides, there is the vastly increased need for clerical workers in industry relative to the number of factory workers. This is due to the extra paper work needed because management wants more detailed information than it used

to and government demands more information, for various kinds of taxes, etc., that requires paper work on the part of corporations generally.

Mr. Ferguson estimates that 20 years ago industry needed one clerical worker for each factory worker. Ten years ago it was a one to 10 ratio and today it is about one to 3½. Only a relatively small part of this can be attributed to a greater use of automatic machinery reducing the number of factory workers needed as against 10 or 20 years ago.

## Mowrey New FTC Chairman to Succeed James F. Mead

WASHINGTON—Edward F. Mowrey of Washington, D. C., has been confirmed by the Senate as successor to former Federal Trade Commissioner John Carson, and has been designated by President Eisenhower as chairman of the commission, succeeding James M. Mead, who resigned as chairman, though not as a member. Lowell Mason, the only Republican member who has had any experience on the commission, had been boosted quite strongly for the chairmanship.

# FINANCIAL STATEMENT OF INDUSTRIAL INDEMNITY COMPANY

*A California Stock Company*

AS AT DECEMBER 31, 1952

*Condensed from statement filed with California Department of Insurance*

<i>Assets</i>		<i>Liabilities</i>	
CASH . . . . .	\$ 8,224,088	RESERVE FOR LOSSES . . . . .	\$19,416,033
Actual cash on deposit in banks		Computed in accordance with California Insurance Code for future payment of claims	
BONDS		RESERVE FOR UNEARNED PREMIUMS	2,464,851
U. S. Governments . . . . .	14,542,489	Premiums and deposits paid in advance and not yet earned	
Latest maturity March 15, 1955		RESERVE FOR TAXES . . . . .	579,582
Municipals . . . . .	805,049	Reserve for payment of State and Federal Taxes, when due	
Latest maturity June 1, 1956		RESERVE FOR POLICYHOLDERS' DIVIDENDS . . . . .	636,987
STOCKS . . . . .	1,841,730	OTHER LIABILITIES . . . . .	178,373
Common and Preferred		CAPITAL STOCK . . . . .	\$1,045,950
PREMIUMS IN COURSE OF COLLECTION	2,592,984	SURPLUS . . . . .	4,580,586
None of which has been owing for more than ninety days		SURPLUS AS REGARDS POLICYHOLDERS	5,626,536
REAL ESTATE OWNED . . . . .	159,177		
Land and building—Sacramento office		TOTAL LIABILITIES, CAPITAL AND SURPLUS	\$28,902,362
OTHER ASSETS . . . . .	736,845		
TOTAL ADMITTED ASSETS	\$28,902,362		

### Directors

K. K. BECHTEL  
President of  
Industrial Indemnity Company

S. D. BECHTEL  
President of  
Bechtel Corporation

ROBERT L. BRIDGES  
Partner of  
Thelen, Marrin, Johnson & Bridges

E. S. DULIN  
President of  
Byron Jackson Company

JOHN A. McCONE  
President of  
Joshua Hendy Corporation

T. G. McGUIRE  
Executive Vice President of  
Industrial Indemnity Company

A. G. ROACH  
President of  
Columbia-Geneva Division of U. S. Steel Corporation

JOHN L. SIMPSON  
Chairman of the Finance Committee of  
Bechtel Corporation

W. E. WASTE  
Executive Vice President of  
Bechtel Corporation

### Officers

K. K. BECHTEL  
President  
T. G. McGUIRE  
Executive Vice President

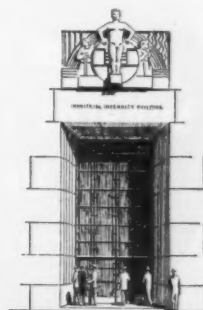
Vice Presidents  
R. LYNN COLOMB  
WALTER A. HALUK  
PERCY P. LYNCH  
CHARLES W. SCHIEBEL

FRED DREXLER  
Secretary  
WILLIAM H. CRAWFORD  
Treasurer

# INDUSTRIAL INDEMNITY COMPANY

HOME OFFICE: 155 SANSOME STREET  
SAN FRANCISCO

Division Offices in San Francisco, Sacramento, Fresno and Los Angeles



## 125 Turn Out for Buyers Conference at Rockford

The insurance buyers conference sponsored last week by Rockford, Ill., Assn. of Insurance Agents drew an attendance of 125, of whom 100 were buyers. Six talks were presented on the all-day program.

Workmen's compensation and employers liability was covered by Walter J. Bremer, Hartford Accident, Chicago; boiler and machinery coverages by Oscar Levine, Hartford Steam Boiler, Chicago, and insurance service and the agent by Richard E. Farrer, National Fire, Hartford. In the afternoon the speakers were professor John J. Ahern, Illinois Tech, talking on fire insurance rates; Urban M. Lelli, Phoenix of Hartford, Chicago, on accounts receivable and valuable papers coverage, and Eugene Gallagher, Planet, Chicago, on large loss exposures from risks often overlooked.

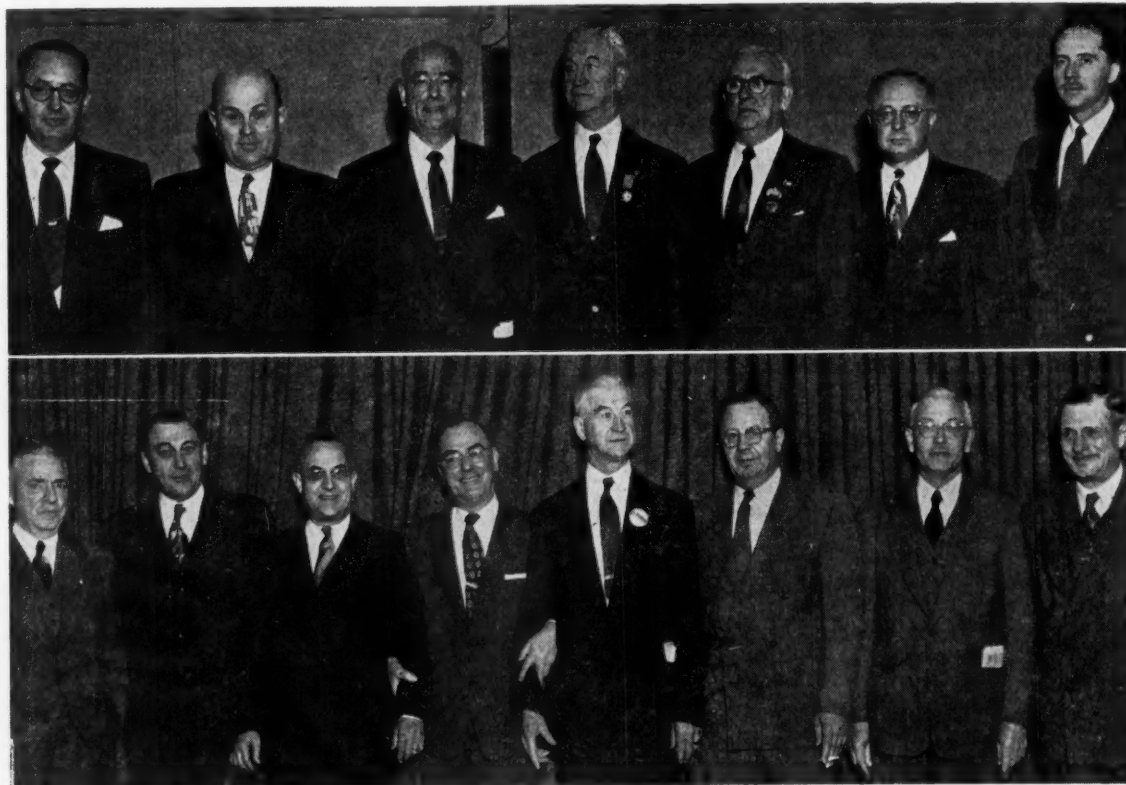
H. W. Mullins of the Williams-Mann-Stevens & Engstrom agency acted as general chairman.

Blame for the fact that many serious losses are covered inadequately was placed on the buyers by Mr. Gallagher, who said that often the cause is the negative attitude of the purchaser. In too many cases the buyer proceeds to tell the agent exactly what he wants, with the attitude that is the way it is going to be. Mr. Gallagher said this "foolish approach" is analogous to a sick man telling his doctor that he doesn't care about the diagnosis, he wants to be treated for measles.

Some of the blame, of course, falls on the agent who is nervous about putting up a proposition to the buyer for fear of annoying him. "Actually, the agent has no choice in the matter," Mr. Gallagher said. "If he has something which he thinks his client may need, then he is bound by a fundamental sense of duty to present the matter. The client has the right to expect that his agent will keep him informed and will suggest what best meets his needs. What a shame it is that the attitude of some buyers has discouraged some agents—who, in the final analysis are hired and paid for by the buyer—from giving the service that is expected of them."

The buyer who hands out small lines in an effort to keep several agents happy is denying himself the benefit of good, solicitous counsel and is benefiting no one to any appreciable extent, the speaker added. When the insured doles out his patronage piecemeal, he usually winds up by having no one act-

## Ohio Blue Goose Traditional Cleveland Gathering Draws 200



Prominent figures attending the recent Ohio Blue Goose festivities at Cleveland are shown here as photographed by R. Watson Moon of Pacific Fire, the official photographer for the Ohio pond. This is the traditional March gathering of the Blue Goose at Cleveland and there was a turn-out of better than 200, with 28 unsuspecting goslings undergoing removal of pinfeathers.

Sam Sterling, independent adjuster of Winnipeg and most loyal grand

usually with his interest at heart. "Too many times the purchaser of insurance has preconceived ideas of what he wants and does not take kindly to any suggestion from the agent. After all the agent is human.

He does not relish the idea of antagonizing a potential client, so, unfortunately, he provides the client with what he wants. Even the agent knows that it is not the best coverage or the best buy for the money. He pockets his commission and fervently hopes that no loss develops."

Mr. Gallagher mentioned several lines of insurance that are more often than not non-existent at the time of

gander, attended and was the principal speaker.

In the upper panel are shown the present officers of the Ohio pond, they being from the left: Wade K. Wissler of Automobile, guardian; Glen F. Graf, Hanover, custodian; Fred I. Sipp, Hartford, supervisor; Sam Sterling, M.L.G.G.; John W. Weddell, Factory Insurance Assn., most loyal gander; Rex G. Baldwin, Home, keeper, and Robert S. Landen, independent adjuster of Columbus, wielder.

In the lower panel are shown six past presidents of the Ohio pond and a Buckeye who is a former president of the Illinois pond, with Mr. Sterling: William F. Castle, Loyalty group; Frank J. Weber, Loyalty group; Fred C. Wolf, New York Underwriters; Allen C. Guy, Western Adjustment; Mr. Sterling; William W. Water, Ohio Farmers; Paul Bowers, Industrial Appraisal Co., the former Illinois most loyal gander, and Paul F. Brown, Hanover.

loss, among them business interruption, extra living expense, depreciation insurance, etc., remarking that these need to be explained adequately by the agent if the buyer is to consider purchasing them.

### Correct Allstate's Federal Tax

The federal income tax table shown in the March 26 issue of companies licensed in New York state had an incorrect figure for Allstate. Allstate had federal income taxes incurred on its nationwide business in 1952 of \$8,049,000 instead of \$8,643,000 as reported, the latter figure being for the combined operations of Allstate and Allstate Fire.

### Annual Report Features

A feature of American's annual report to stockholders, agents and employees, which is a handsome booklet in two colors, is a page devoted to the story of the company in the terms of one man's career. He is Arthur C. Wenzel, underwriter for New Jersey, who has been with the company more than 48 years and therefore personally has seen much of the growth of the insurer. Another is a story of an American stockholder, indicating the type of ownership of the company.

Jack DeYoung has been named a field man for Public Service Ins. Co., Fort Wayne, Ind.

## MIDWEST UNDERWRITERS

J. R. MULDER

Surplus Line Broker • Lloyd's London Correspondent

WILLIAMSON BUILDING  
CLEVELAND 14, OHIO  
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business  
written through  
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brokers  
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■ WIDE  
SURPLUS LINE FACILITIES  
FOR OHIO AND  
SURROUNDING  
STATES

## Oklahoma to Have New Insurance Code

The Oklahoma insurance commissioner has been authorized and directed to prepare a draft of an insurance code for the state by a resolution introduced in the legislature by the state senate insurance committee. To be submitted to the governor by Oct. 1, the draft will then be examined by the governor, attorney general and state legislative council, who will make their recommendations to the legislature. A fund of \$12,500 from taxes and fees collected from insurance companies during fiscal June 30, 1953 and June 30, 1954 is allocated.

## Surety Bond Producers' Annual Meeting Setup

Issues of current importance in the surety business and construction field will be examined and production problems will be explored at the National Assn. of Surety Bond Producers annual meeting on April 13-14 at the Waldorf, New York. The opening session, with H. Phelps Smith of Nashville presiding, will be a joint meeting with surety company executives and representatives of other producers' organizations. Speakers scheduled to address the meeting, and their subjects, are as follows:

C. P. Street, Charlotte, N. C., president, Associated General Contractors of America, on "Contractor and Surety"; Howard M. Starling, Washington representative of Surety Assn. of America and Association of Casualty and Surety Companies, "Surety Services in Washington Today"; William Whitesell, manager, recovery division, General Adjustment Bureau, New York, "Subrogation"; Edward H. Cushman, Philadelphia, general counsel of the National association, "Assignments"; Alexander Kerner, vice-president, U. S. Guarantee, "Joint Ventures".

Two panel discussions will feature the meeting. The first panel, on "Contract Bond Underwriting—Producer and Home Office Relationship", will present the company viewpoint by E. Milton Smith, vice-president, Fidelity & Deposit, and that of the producers by Carl Dauksch, Columbus, Ohio, second vice-president of the National association. The second panel, on "Major Contributing Factors to Increasing of Loss Experience—Contract Surety", will present Charles G. Roth, attorney in charge, construction contract division, National Surety Corp., and Durel Black, New Orleans, a past president of the National association.

Remaining sessions will be devoted to conference discussions, with election of officers winding up the meeting.

## \$1 Million FCIC Fund Cut

Secretary of Agriculture Benson has recommended to Congress a cut of \$1,150,000 for administration of Federal Crop Insurance Corp. for fiscal 1954. Recommendation for the appropriations cut was made at a time when the agriculture committees of both chambers are considering legislation permitting the insurance program's further expansion.

In fiscal 1953 administrative expense for F.C.I.C. amounted to \$8½ million, and the amount called for in President Truman's budget for fiscal 1954 was \$7,948,000, which figure Mr. Benson reduced to \$7,350,000.

## \$200,000 Loss at Cleveland

Loss in the vicinity of \$200,000 was caused by a fire at Commercial Induction Corp. of Cleveland last week. The firm's president said he is insured for \$200,000, the companies on the line

being Newark, Minneapolis F. & M., Niagara Fire and Boston. There was damage to an adjacent building housing the A. A. Grinding Corp., and the Wykoff Machine & Tool Corp.

## New N. Y. Blue Shield Head

James F. Coleman, executive vice-president of United Medical Service, New York's Blue Shield plan, was elected president and a member of the board at the annual meeting. He succeeds Dr. Charles Gordon Heyd, who will continue to serve the corporation as board chairman.

Mr. Coleman went with U.M.S. as

executive vice-president in 1950. Prior to that he was actuary of the group department of State Mutual Life and had previously served in various executive capacities in group underwriting with Metropolitan Life. A 1929 Fordham University graduate, he became a fellow of the Society of Actuaries in 1939.

## Non-Assessable Policies

With the sanction of the Vermont department for necessary charter amendments, the directors of Burlington Mutual Fire have voted to make all policies non-assessable. Also the directors

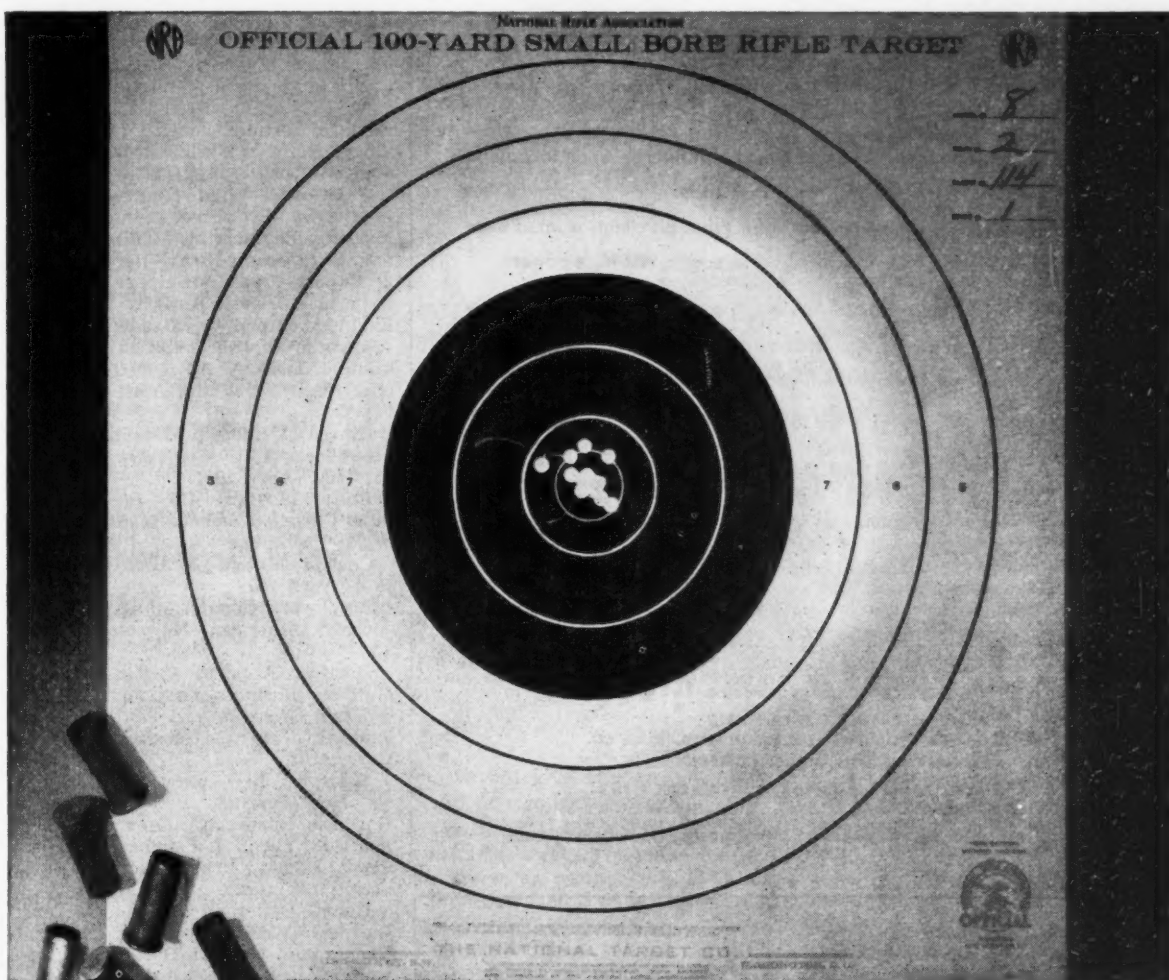
have doubled the amount of catastrophe insurance covering fire and extended.

## To Hear Explosion Talk

Robert Yates, consulting engineer, will address the April 6 luncheon of Chicago Conference of Fire Protection Engineers and Chicago chapter of American Society of Safety Engineers on explosion safeguards.

J. B. Dyer, who has been operating the Adams-Dyer Insurance agency at Jonesboro, Ark., is now sole owner.

"Unforeseen events . . . need not change and shape the course of man's affairs"



## It takes an expert

LET AN EXPERT call the shots, too, for accuracy in insurance counsel.

Is your present protection adequate? Should you have greater coverage in view of today's higher costs? Could you get along with less coverage or a different type of coverage?

Only an expert has the broad range of experi-

ence, knowledge and judgment to come up with the right answers to your questions.

Your Maryland representative is such an expert. Aim to see him regularly. It will pay you in peace of mind.

Remember: because your Maryland agent knows his business, it's good business for you to know him.

## MARYLAND CASUALTY COMPANY

Baltimore 3, Maryland

All forms of Casualty Insurance, Fidelity and Surety Bonds, Fire and Marine Insurance, for business, industry and the home

Another striking advertisement to help build more business for the local agent or broker by dramatizing the importance of his knowledge and judgment.

## This Agent was A "LIVE WIRE"



He was a top-voltage salesman, a dynamo of energy when it came to making calls. His high-powered approach electrified his prospects but didn't sell insurance. Then came the light! What his clients wanted were facts and information. They wanted horse-power, not high power.

Don't short-circuit your selling. Answering a client's queries is the key that sparks insurance sales. Agents and brokers everywhere are switching to Pearl American for prompt and accurate solutions to their problems. Batteries of well-grounded underwriters and fieldmen, a flexible company attitude, and fast service and information are always available to our agents. Pearl American's policy of complete cooperation can generate new business for you . . . keep old business alive. Join our high-frequency team and see.

# PEARL AMERICAN

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EUREKA SECURITY FIRE & MARINE INSURANCE CO.  
MONARCH FIRE INSURANCE COMPANY

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PHILADELPHIA, 436 Walnut Street  
SAN FRANCISCO, 369 Pine Street

NEW YORK, 85 John Street  
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1864

FIRE • AUTOMOBILE • INLAND MARINE

## "Ads" Reported for April by Companies

Following is the national advertising which fire and casualty companies have reported for April issues of the publications listed. Where no date is indicated the publication is a monthly magazine.

Aetna Casualty & Surety—Banking; Constructor; Engineering News Record, April 9; Journal of Accountancy; Wall Street Journal, April 23.

Aetna Fire—Newsweek, April 13.

America Fore—Country Gentleman; Fortune; Life, April 13; National Geographic; Newsweek, April 20; Saturday Evening Post, April 4; Successful Farming; Time, April 6.

American Credit—Burrough's Clearing House; Business Week, April 18; Credit & Financial Management; Daily News Record, April 7, 14, 21, 28; Dun's Review; Fortune; Journal of Accountancy; Nation's Business; Wall Street Journal, April 7, 14, 21, 28.

American Foreign—Controller, April 1; Dun & Bradstreet's International Markets; Engineering & Mining Journal; Engineering News—Record, April 2; Export Trade & Shipper, April 6; Exporter's Digest, April 1; Petroleum Engineer, April 1; Reader's Digest (Japanese-English edition); Time (Latin America), April 6; Time (Pacific), April 6; Visao, April 3; World Oil.

American Mutual Liability—Business Week, April 11; Newsweek, April 13; Time, April 20.

Boston Insurance Co.—Boston Business; Christian Science Monitor, April 8, 22; Yachting.

Central Mutual—Saturday Evening Post, April 25.

Employers' Group—Time, April 27.

Great American—Newsweek, April 13.

Hartford Accident—Better Homes & Gardens; Business Week, April 18; Engineering News Record, April 16; Farm Journal; National Geographic; Pathfinder.

Hartford Fire—American Bar Association Journal; Better Homes & Gardens; Burrough's; Business Week, April 18; Credit & Financial Management; Farm Journal; Nation's Business; Pathfinder.

Home—Better Homes & Gardens; Business Week, April 11; National Geographic; Nation's Business; Newsweek, April 13; Pathfinder; Saturday Evening Post, April 11; Time, April 13; U. S. News & World Report, April 17.

Maryland Casualty—Saturday Evening Post, April 18.

National Board—American Press; Collier's, April 4; Editor & Publisher, April 11; Farm Journal; Look, April 7; Pathfinder; Publisher's Auxiliary, April 18; This Week, April 26.

North America—American Home; Better Homes & Gardens; Business Week, April 25; Nation's Business; Newsweek, April 27; Saturday Evening Post, April 18; U. S. News & World Report, April 17.

Phoenix Connecticut group—Saturday Evening Post, April 24.

State Farm Mutual Automobile—Collier's, April 25; Country Gentleman; Pathfinder; Saturday Evening Post, April 4.

United States Fire—Pathfinder.

## Litzenberg to Detroit

Lewis C. Litzenberg, Jr., has been named special agent in eastern Michigan for National Fire group. He has been with Ohio Inspection Bureau at Cleveland since graduating from Baldwin-Wallace college. His new head-

quarters will be Detroit, where he will be associated with C. E. Warrell, Wayne county superintendent, and D. S. Knief, eastern Michigan state agent.

## Weis Conn. Special Agent

Edward W. Weis has been named special agent in charge of indemnity operations for Fireman's Fund Indemnity in Connecticut, with headquarters at New Haven. He has had a thorough training in all casualty lines and served as a special agent of Fireman's Fund Indemnity in the New York suburban territory. He is a graduate of Ohio University and an air force veteran.

The Ohio Farm Bureau companies, as a feature of the sesquicentennial observance in Ohio, showed Currier & Ives prints and historical fire pieces at their offices at Columbus March 15-16.

Insurance Women of Racine, Wis., will hold a guest night April 21 when they will entertain the Kenosha, Milwaukee, Madison, Rockford and Chicago clubs.

*Does your client  
know when he is  
Under-Insured?  
Over-Insured?*

● Insurance coverage based on Continuous American Appraisal Service prevents hazardous under-insurance and costly over-insurance. Such service expedites equitable loss adjustments as well. In the interest of your client, insist on appraisals by

The AMERICAN  
APPRAISAL  
Company



Over Fifty Years of Service  
OFFICES IN PRINCIPAL CITIES

## UNDERWRITING REPORTS

INSURANCE REPORTS, INC.  
UNDERWRITING AND CLAIM REPORTS

Forty Offices Covering Texas

Home Office

P.O. Box 2666

Dallas, Texas

Fire insurance inspections and underwriting reports on major risks in

Colorado—New Mexico—Wyoming and on small risks in Denver City. Now serving 65 companies. Inquiries invited.

AMERICAN INSPECTION COMPANY  
218 Majestic Bldg., Denver, Colorado

Write for copies of nationally known directories giving complete lists of experienced insurance lawyers and independent adjusters.

**NINE'S** INSURANCE COUNSEL  
INSURANCE ADJUSTERS  
315 S. DEARBORN ST. CHICAGO 3, ILL.

## First Presentation of Advertising Awards to Agents Features I.A.C. Meet

Jack Safley of Temple, Tex., left, winner of the Insurance Advertising Conference's first annual advertising award to agents, is shown at the I.A.C. meeting at New York with Joseph A. Neumann, Jamaica, L.I., who presented the award, and Rhea Hurd, American-Associated, president of I.A.C.



Five winners in its first annual "best use of advertising" contest were announced by the Insurance Advertising Conference at its spring meeting in New York last week.

Highest honor went to Jack Safley Services of Temple, Tex., which received the bronze statuette in recognition of most excellent use of all media by an agent or a broker regardless of premium income.

The Safley agency also qualified as winner in its particular premium income bracket and received the division I citation.

Winner in division II was the R. R. Mittelbush agency of Davenport, Ia.; first in division III was the Pech agency of Chicago; the Roger Clarke agency of Fredericksburg, Va., won in division IV and Barney & Barney of San Diego won in division V.

Mr. Safley has operated his own agency since last September. He joined Retail Credit Co. at Fort Worth in 1947 as an inspector and for a year was manager at San Angelo, Tex. He resigned in 1951 to go with Republic National Life of Dallas, and in 1952 entered the fire and casualty field with Joe Dreskell & Co. of Fort Worth. Mr. Safley is a navy veteran of the last war.

Mr. Mittelbush entered the business in 1925 with the old Security Fire of Davenport, became field man for Illinois in 1931 and in 1940 helped to organize the company's inland marine department. In 1945 he was named agency supervisor and in 1946 became secretary and general manager of the company. He was vice-president of the newly-formed Hawkeye-Security when he resigned in 1949 to form his own agency at Davenport.

Jerry Pech began in insurance as an underwriter with the Employers group at Chicago. He was admitted to the bar in 1936, and following a period of service with Federal Life of Chicago, he opened his own agency in Chicago. He is a war veteran.

Girard H. Story, Jr., partner in the Clarke agency, accepted the citation for Mr. Clarke, who is convalescing in Florida following a heart attack. The Clarke agency started with the purchase of the Smith-Dodd Co. at Fredericksburg in 1927. Mr. Story, formerly home office staffer for Aetna and fire examiner for Virginia, joined the agency in 1950 after a year with Hartford.

Barney & Barney, established in San Diego in 1909, has developed the largest exclusively insurance general agency south of Los Angeles. The agency was represented at the New York meeting by George H. Murch, who be-

came a partner in 1929.

Presentation of the awards was made by Joseph A. Neumann, Jamaica, L.I., agent and member of the executive committee of National Assn. of Insurance Agents.

The board of judges was composed of Reginald Clough, president of "Tide", advertising trade magazine; John O. Cole of Despard & Co., New York, governing committee chairman of National Assn. of Insurance Brokers and board member of Insurance Brokers Assn. of the State of New York; Raymond D. Parker, president Parker-Allston Associates, insurance advertising agency; Ralph E. Richman, vice-president of The National Underwriter, and Louis A. Vincent, general manager of National Board.

### Ark. Wars on Illegal Division of Commissions

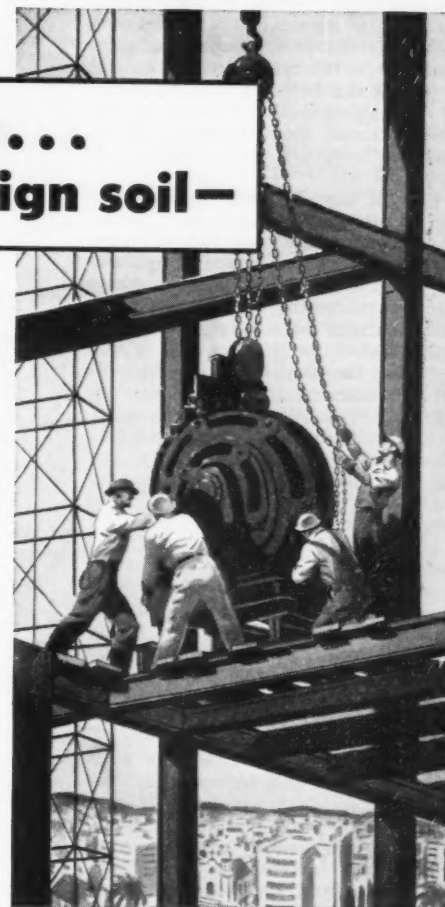
Commissioner Gentry of Arkansas has entered an order that after June 1 no agent that is employed by any business or institution that is not engaged in the writing of insurance may, either directly or indirectly give to or share with such business or institution any commission earned by such agent through the sale of insurance. He has also ordered that no insurer may pay to any unlicensed individual, business or institution either directly or indirectly, any part of the commissions earned from the sale of insurance by a licensed agent employed by such unlicensed individual or factor.

It is simply a restatement of existing Arkansas law forbidding division of commissions with unlicensed persons. It will affect mainly finance companies and some automobile firms.

Another order prohibits a bank, trust company or other lending institution which has an insurance agency, or a connection with any agency, from compelling an applicant for a loan, as a condition precedent to the granting of such loan, to cancel insurance with any other agent and purchase new insurance from the lending institution or the agency with which it is affiliated. Arkansas' anti-rebate statute defines as a rebate, among other things, "any valuable consideration or inducement whatever, not specified in the policy of insurance, except to the extent provided for in applicable filing with the insurance commissioner as provided by law." In his order Commissioner Gentry holds that the granting or rejection of an application for a loan is "a valuable consideration or inducement not specified in any policy or insurance and not provided for in any applicable filings."

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## Social Security Ills Get Treatment at U. S. Chamber Meet

A group of eastern and midwestern businessmen, two U. S. congressmen and a state senator from Indiana, all active in their local chambers of commerce or in the national chamber, met at the Drake hotel in Chicago March 27 to toss well-aimed barbs at the present social security policy and to consider methods of amending its faults.

Few, if any, had anything good to say about the law as it now stands. Morning speakers took the offensive while those who addressed the gathering in the afternoon offered views aimed at correcting what they declared were faults in the setup.

Spokesman for the meeting, in that he voiced the ideas to correct the policy, was Leonard J. Calhoun, attorney with Harter & Calhoun of Washington, D. C., and former chairman of the employer group on social security and vice-chairman of the social security conference committee at the International Labor Conference last year.

Mr. Calhoun's speech, "The Chamber's Proposal—A Uniform Approach", urged "a reasonable plan...to extend immediate protection under the old age and survivors insurance system to the present unprotected aged, and periodic adjustment of the equal taxes on employer and employee and the tax on self-employed to support benefit disbursements on a current basis."

Findings of the chamber, Mr. Calhoun said, were that federal grants for state old-age assistance should be terminated. He cited the 1950 amendments to the law, which, he said, caused great increases in cost of administration and threatened to place more than 6.9 million aged on pension rolls by 1960.

Mr. Calhoun also pointed to the mounting dangers of competition developing between the OASI benefit liberalizations and OAA grant liberalizations, and saw costs rising because of this, as well.

He indicated the perils involved in allowing the states a free hand in determining the degree of this liberality toward their respective pensioners, and said this federal grant system is causing the taxpayers to carry the financial brunt of the plan. The system, as it is now, he said, lacks the checks and balances inherent in most other corners of government.

The chamber therefore has proposed, Mr. Calhoun declared, that an extension of OASI to cover all of the present unprotected aged and eliminating the present exemptions in its coverage is the only feasible way to bring equity, common sense and checks and balances into the present "run-away" system.

The morning session began with a keynote address by Dean H. Mitchell, president of the Northern Indiana Public Service Co., Hammond, and chairman of the National Chamber's committee on social legislation. Mr. Mitchell based his talk on a plea for a middle-road attitude in searching for a solution to the social security problem.

"A middle-road can be found between the two extremes—no governmental responsibility for the economic security of the individual on the one hand and on the other hand a cradle-to-grave total welfare state philosophy," he said.

E. J. Eberling, professor of econom-

## Continental Casualty Streamlines Its Manual

A new simplified rate manual for commercial A. & H. has been put out by Continental Casualty. Contrasting with the conventional 80 pages of occupational classifications and more than 150 pages describing rates for all policies and riders, the new manual consists of only eight pages. It is broken down into three major divisions. First is a quick risk guide listing practically all occupations reclassified into: Class I, all persons working with their hands (office personnel, accountants, lawyers, etc.); class II, those working with heads and hands (professional classes such as doctors, dentists, nurses, etc.); class III, those who work with their heads, hands and feet (building tradesmen, electricians, laborers, etc.) There are new unit rates in which annual premium for each \$100 of monthly indemnity and other basic coverages is shown clearly in large type simplifying the task of estimating total premium. The most salable coverages, five essential policies and eight riders, are listed to cover any and all risks in contrast with the previous 22 policies and 17 riders.

The company has simplified its list of policy forms and riders, using the five basic policies and eight riders to serve virtually all income protection requirements. All so-called non-essential policies and riders have been eliminated, and the company is now concentrating on the following coverages:

A life-time A. & H. policy sold to all male groups to age 59. Previously this coverage was restricted to groups 1 and 2 and sold only to men to age 54.

A life-time A. & H. indemnity policy, a new policy created for career women which automatically includes a complete female disorder coverage clause.

An over-age policy for men ages 60-75 for one year sickness and lifetime accident. Previously accident coverage was limited to five years.

A life-time weekly medical-accident expense policy with age limits for men to age 64 as compared with the old one of 59, and an age limit for women of 59 as compared with 54.

ics at Vanderbilt university, Nashville, Tenn., and member of Mr. Mitchell's chamber committee, listed what he charged were discriminations in the social security law as it exists today.

His main points were these: The law excludes 14 million persons, some of whom "will appear later as full-fledged OAA recipients because they never worked in covered employment," or failed to qualify for other reasons; some employers, too, suffer, if they cannot provide the attractive working conditions offered by others in covered industries; and finally, the current coverage provisions are "incredibly complex and difficult to administer."

D. Russell Bontrager, Indiana state senator from Elkhart and chairman of the Indiana committee investigating public assistance in the state, demanded that the "federal government withdraw completely from all phases of the program which we in Indiana know and refer to as the public welfare program."

Sen. Bontrager confined his talk mainly to one point, that being an attack on secret welfare rolls, and in this respect he saluted U. S. Senator Jenner, whose amendment, he said,

(CONTINUED ON PAGE 37)

## Reaction to Chronicle Article Quick and Sharp

The action of Attorney General Edmund G. Brown of California, in urging State Senator Gerald O'Gara to support a compulsory automobile insurance law for the state and subsequent editorial by the San Francisco Chronicle (reported in last week's issue), supporting Mr. Brown and a compulsory bill, stirred up quick action by important spokesmen for the opponents.

Perry H. Taft, Coast manager for the Assn. of Casualty & Surety Companies, came out with a statement attacking the idea and the positions of those supporting such a law. He said that in his opinion, Attorney General Brown was not in a position to speak authoritatively upon the "complicated insurance" subject. Brown had mentioned pending legislation before the New York legislature and Taft directed some of his statement to that phase of Brown's letter to the senator.

Mr. Taft also suggested a thorough study of the whole problem of automobile accidents should be taken before the people "should be rushed into a step that is likely to prove grossly regrettable." He also mentioned the Massachusetts law as a failure.

Mr. Taft also said the problem may be more effectively alleviated by: more policemen, adequate punishment by the courts of violators, accident repeaters to be taken off the streets and highways permanently.

His suggested study of the question, he said, would probably prove that "things far more effective than compulsory insurance are needed to assure the people of California the economic security and personal safety they have a right to expect on our streets and highways."

Laurent Laustou, president of Insurance Brokers Exchange of California, directed a detailed outline to George T. Cameron, publisher of the Chronicle in which he reviewed the experience of Massachusetts and said in part:

"We are firmly convinced that compulsory insurance is not the solution of the problem. Even after 26 years in Massachusetts, there are many innocent victims of automobile accidents who go uncompensated. The only practical solution is a strengthening of our financial responsibility law coupled with a stricter enforcement of our traffic laws."

## Plan Agent-Field Parley

Don R. Morrissey, Appleton, president of Wisconsin Assn. of Insurance Agents, and Paul H. Mast, new executive secretary who recently went from the Iowa association to succeed Urban Krier, will be guests of Wisconsin Fire Underwriters Assn. at its quarterly luncheon April 6 at Milwaukee. Current problems including legislative matters at the present session in Madison, will be discussed from the field man-agent viewpoint.

## Smith to Kansas City Post

North British has named Earle J. Smith state agent for western Missouri, with headquarters at Kansas City. Mr. Smith formerly was in the western and upper Michigan field for J. M. Wilson Corp.

Camden (N. J.) Assn. of Insurance Agents will hold a business interruption forum there April 28 at which Henry C. Klein of New York Underwriters will be the featured speaker.

## Big Spurt in N. Y. in Assigned Auto Risks in 1952

The New York Automobile Assigned Risk Plan received 89,553 applications during 1952, an increase of 187% over the 31,236 handled in 1951. Of the 89,553, 70,248 or 78% were not required to file evidence of financial responsibility at the time of applying for coverage.

The plan also handled 31,239 renewal assignments in 1952, compared with 27,312 in 1951, making total new applications and reassignments 120,792 in 1952, against 58,548 in 1951.

At last year end, 48,598 applications were pending final disposal, either unassigned to insurers due to lack of complete information, or assigned but not yet reported to the plan. Of 31,135 policies expiring in 1952, 13,818 were not renewed by insured.

Experience for the 1950 policy year, with premiums fully earned at 1951 year end and losses valued as of March 31, 1952, was 92.3% for bodily injury and 90.6% for property damage liability. This was on \$1,691,877 of written premiums with 2,300 losses, and \$718,372 of premiums and 4,279 losses, for the two risks.

There are 232 insurers subscribing to the plan, though about 40% of them presently do not write auto B.I. and P.D.L. and therefore do not get assignments. State Farm Mutual became a subscriber last year, though it has not begun New York operations.

There were 44,950 new applications pending at 1952 year end compared with 6,029 prior to 1952.

The plan has been in effect since 1941. In that year there were 179 new filings. For the years since then are shown herewith the new filings and renewals, indicating the rising trend: 1942 1,937 and 10; 1943 1,160 and 1,162; 1944 1,630 and 1,606; 1945 1,687 and 2,424; 1946 2,660 and 2,201; 1947 9,318 and 2,880; 1948 23,386 and 7,387; 1949 22,029 and 20,085; 1950 16,739 and 27,898; 1951 31,236 and 27,312, and 1952 89,548 and 31,239.

The 1952 results indicate an increasing number of assigned risks cancelled at request of insured or producer, the plan's annual report states.

Assigned insurer's declination of the risk was sustained in 513 cases, the applicant's appeal for cover was sustained in 150, in 1952.

## Windstorm Losses at K. C.

Between 12,000 and 15,000 losses resulted from the storm that hit Kansas City March 21. Gusts of up to 70 mph lashed the area during most of the daylight hours. Almost all of the losses reported are under \$50, with the average around \$12. The great volume of losses, however, forced Western Adjustment to bring in eight adjusters from other offices. The storm has given new life to discussion of a possible windstorm deductible for Missouri.

## Big Bond at Pittsburgh

United Construction Co. of Pittsburgh put in the low bid of \$2,942,000 on the Kimmel Brook Homes housing project at Youngstown, O. Bonds and insurance were negotiated by Ralph A. Rohrich, president of Peerless Underwriters of Pittsburgh through the Pittsburgh office of U.S.F. & G.

Steel City Blue Goose will hold its first dinner-dance April 30 at South Hills Country Club at Brentwood, a Pittsburgh suburb.

HE COULD BE USED TO UNLOCK MORE OPPORTUNITIES

# Field Man, Key to Success of Insurance Distribution

BY KENNETH FORCE

To the outsider a curiosity about the insurance business is why one company gets more business than another, especially from agencies in which it operates side by side with three, four or five insurers that may be of equal or greater size and facility.

Their policies are substantially the same—in most cases identical. For commercial insured several companies offer about the same kind and amount of engineering, inspection and other services. There is no great distinction between these insurers as to financial strength or claim service or fairness in settling losses. Some of them advertise to the public and some do not, but the number of persons who ask for a specific company when they buy continues to be surprisingly small.

Then why does one company get more business than another?

The answer is: The field man.

This is not to say that he does the whole job. He does not make or execute the investment policy under which an insurer accumulates strength as it goes. He is not concerned with corporate decisions, with large matters of personnel, home office building and branch office operation, nor does he have too much to do directly with payment of losses, the provision of services, and many other matters. He no longer does any rate making.

However, much of the effectiveness of these things depends on the field man's skill, energy and ability in delivering them to the agent. He interprets all of them in the field to the agent and sometimes directly to the agent's clients.

In addition, he is directly responsible for the accomplishment of several things which only he can do and on which his company must depend to keep its pipelines full of the quality business it must have to live and grow.

He appoints agents, new ones and established old ones—and (fortunately on only rare occasions) closes them. He helps existing contract holders produce new business, and he is constantly working to grade up the quality of the agency's offerings to his company. He has to be a collector, friendly but firm, to keep balances up to date. It is up to him to interpret the policies of his company and of the business not only to his own agents, but at agency meetings, in town inspections, in the encouragement of local safety programs and in talks before civic groups. Most of the public relations work that is done at the local level the field man and agent do.

If he is successful, the field man can establish and maintain a lead in his territory that will wax with the years and that will be difficult to head. There are many examples of relationships of this kind—of a good field man with good agents, that have endured long after the field man who established them has moved up or passed on.

Yet there are those in the business who believe that most field men are of no positive good to the business at all—and of course there are field men who fall into that category. They are

the riders. Few of them listen and therefore learn nothing new. They do not maintain premium volume and make it grow, but live off it as long as they are able without contributing anything but routine time-spending to it. They go through the motions and make their calls, but there is no vitality, imagination or vigor in them.

Most of their agents are sorry to see them arrive and glad to see them depart. They shine best when they are maintaining headquarters at an agents' convention—eating and drinking to their hearts' content at company expense. When an unusual situation arises which calls for firmness, thinking and decision, they either bungle it or pass it on to an executive. They do not build for the future, they cannot even keep up with the present.

When an agent complains to such a field man that a company won't pay a loss and thus jeopardizes his relations with one of his best clients, the field man agrees and wonders what you can do with a company like that—they don't pay him enough salary either. The contract, meanwhile, may specifically exclude the type of loss in question, but how would the field man know? He never bothers to read the policies.

There are times when an agent will complain about rate increases and at another time the same agent will complain about rate decreases. This one places him at a competitive disadvantage, the other reduces his income. The hack field man agrees with him on both occasions. Why should he find out what impelled the rate increase or the decrease, simply because it is an easy thing to learn?

In spite of the number of ineffectual special agents, the other view of the field man, that he is the one who makes the difference for the company that succeeds, that gets more business out of an agency than another company, unquestionably comes closer to

the truth. Of course there never are enough good field men, but the really good ones make the class and establish the character.

There is nothing quite like the field man anywhere else in American business or industry. He is, like the underwriter, unique. He is the company's first line of defense and often its last line of influence. He is the underwriter of his company in the field and must therefore be full of caution. But he is also the one on whom the company must rely to secure more, better and new business, if it is to get it. Consequently, he must be able to say no so that it sounds as friendly as yes and to say yes so that it means something special to the agent who has the distribution of business within his power. He is not a salesman, yet he must be a very skillful salesman indeed. He must sell the agent and the agent's client—and often the home office underwriter.

Specifically, the field man's job imposes upon him the responsibility of becoming a jack of all trades. He must have a thorough working knowledge of all insurance—what his company offers and what it doesn't, to the extent of feeling confidence in himself and being able to talk about it with confidence.

He must know all lines and meet all situations. He must know how to be better at the agent's job than the agent—without offending the latter, and without falling on his face in the effort.

In acting for the insurer, which does not always want to sell all of its wares to everyone, and with the agent, who is sometimes characterized as the independent independent business man in the American economy, the field man is a catalyzer.

His first responsibility is to appoint new agents and replace nonproducing ones. If the agent is starting in the business, the field man's role is primarily that of a teacher, and he will spend much time, including many evenings, instructing the newcomer. Many successful agents owe their careers to the wise and patient guidance of a field man.

He keeps in close touch with listings of newly licensed agents, published from time to time in one form or another by most states. He finds a way

## Credits N. Y. Agents with Defeating Compulsory Bill

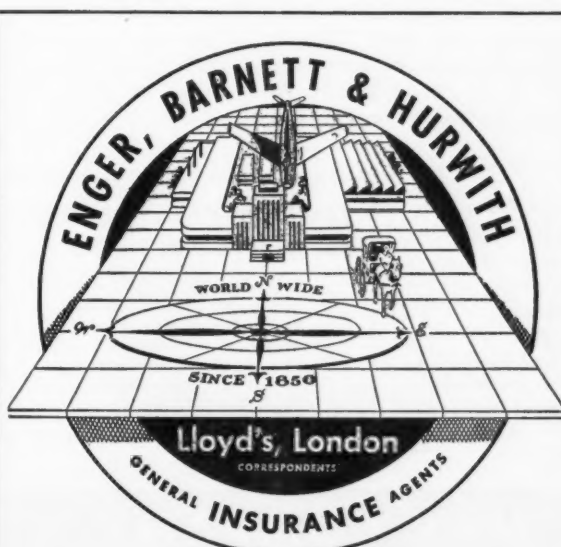
ROCHESTER—Arthur L. Schwab of Staten Island, executive vice-president of New York State Assn. of Insurance Agents, told area members they "may well be proud of the job they have done" in helping defeat the Dewey administration's compulsory auto insurance bill. He spoke at the regional meeting of the association and Underwriters Board of Rochester.

"Most of the credit (for the defeat of the bill) should go to the agents who did the real job on the legislators when they were home," Mr. Schwab said.

The legislative victory was one of the big topics of informal discussion at the meeting. The official presentation, "The Legislative Picture," by John G. Mayer, executive secretary, was at a closed session. He and Albert C. Diesseroth of Syracuse, chairman of the group's legislative committee, gave the members an off-the-record rundown on the association's campaign.

to get acquainted with the established agents—those he would like to appoint. Few good agents will sign up on his first visit. In fact, the field man with judgment—and he learns to exercise that early and often—who signs up an agent on his first trip may suspect that he will have to cancel him on his second or third. It may take years of intelligent cultivation to complete the appointment of some agents. Here his success depends much on his own judgment and hard work.

Such things as rule and form changes, how to read a financial statement (or, for the agent, how to make one), what is going on in the business—these become of real moment to the field man who is trying to impress a busy agent. The field man may spend the morning with the agent soliciting extra expense cover on a bank and the afternoon drafting a proper form to cover an unusual hazard for a utility. To a certain extent he is an engineer and loss man. If he knows what engineering services his company provides, he will recognize as they arise many chances of using these services to the company's and agent's advantage. Appraisal and rate service can swell



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premium volume. Budgeting and scheduling of schools and institutions, county and state properties; computing an average rate where insurance is blanket; knowing the automobile manual and contracts; having a good working knowledge of inland marine covers—all help.

The insurance business has developed into a complex giant and new and broader coverages keep coming along. It is not surprising that more specialists have been trained, in ma-

rine, in third party lines, etc., to handle special situations. The field man can make his company's specialists available at the time the agent is able to employ them the most successfully. This usually occurs on the big account with unusual needs.

In interpreting the underwriting policies of his company, the field man must be positive. For example, when he takes a minimum line on a saw mill risk or a mattress factory, it is not to do the agent out of commissions

(which the agents always needs) but to preserve a flexible, confident, readily available market for the agent's business. No good agent underestimates the value of that kind of positive asset.

The field man must know his agents thoroughly, and many a field man keeps a complete history of all the agencies under his supervision, from the time he appoints them—at least to the extent of premiums and losses. He must know the agent beyond this

—his personal characteristics, his ambitions and skills. He must know the importance of not absorbing the agent's time during business hours unless he can render real assistance.

Once an agent is appointed, the field man keeps the relationship vital and productive. He tests the production and watches it carefully. He may withdraw from one agency and enter another in the same locality, to improve volume and quality. He cultivates the key members of the agent's staff—the office manager of today is the partner or agent of tomorrow.

The field man, new or experienced, has chiefly time to invest so that he plans its use and uses it well. Some field men spend too much time with their favorite agents and overlook the potential in others. There are many demands on the field man's time and he must decide how to spend it to the best advantage.

One of the primary responsibilities of the field man is to maintain agents' premium balances to a current company basis. Most companies permit their agents 60 days from the inception month before the premium accounts become payable. Frequently agents extend to their customers this period of credit. Yet insurance departments limit the extent of the outstanding collectible premium balances beyond 60 to 90 days. The companies then are penalized and must deduct such amounts from assets.

This is of so much consequence to the insurer, that often the field man's ability as a collector overshadows, in the eye of the home office executive, all of his other abilities put together. It is an index of how well he handles his other responsibilities.

Today there is a trend toward premium collection by item rather than via the time honored account current, which is another complication for field men. Mechanical accounting systems are replacing manual bookkeeping procedures, and this has introduced changes in the collection process with which the field man must be familiar, if he is to correctly read and act on premium and loss data by agencies. When its premiums are payable but past due, the best insurance account becomes undesirable.

The field man cannot assume that those with whom he comes in contact, principally agents, understand the insurance business and its function in the economy. Consequently he must know the fundamentals, the ethics and the standards of the business that make it possible. What does it mean to have rating and audit bureaus, engineering service, schedules, proper legislation, etc? What if all the companies made their own rates? Chaos would result. What exists today is an orderly, important, and vital part of the economy, but it didn't become that nor does it remain such by accident.

The field man gets to be an expert at roads, railroads and hotels, and he must travel and eat at company expense with an economy that will satisfy his superiors at the home office and at the same time not give the agent the notion that he is a cheap skate or that his company is parsimonious. He



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### Propose New R. I. Insurer

A bill to incorporate Union National Ins. Co. to write general line insurance has been introduced in the Rhode Island senate. Paul M. Broomfield, J. Frederick Murphy, Pawtucket city solicitor, and Robert J. Connelly, former mayor of Central Falls, are incorporators.

## Michigan Drivers Must Have P. L. On All Cars

A Michigan motorist who has lost his driving rights under the financial responsibility law must provide liability insurance for both of his cars, if he owns two, in order to be permitted to drive both after restoration of his license. Judge Leibbrand in Bay county circuit court ruled in the case of William Slates of Bentley who had asked the court to restore an unrestricted driver's license which he had lost when his car became involved in a highway accident.

He obtained a liability policy covering one car and his license was restored for that car. But he contended he needed an unrestricted license so he could drive a second car, which is uninsured, in emergencies. Judge Leibbrand, however, held that any person with two cars and a limited license should provide liability insurance for both to be given any consideration for restoration of full driving rights.

must be a teetotaler to the teetotalers, a willing guy for those who are not so teetotal, and a pleasant fellow with everyone. He must be a storyteller. He must be an entertainer and learn to live with the constant strain of making large fisted entertainment fit tight-fisted head office expense policy and accounting. Yet beyond moderate entertaining and socializing he must keep in mind that it is the field man who knows his business and can render service who is sought after by local agents.

Actually, the field man's job is broader, more complex, livelier, and in some respects more difficult than that of the executive. This is because the executive operates under the gun. He is constantly being nudged by circumstance, by situations that arise and present themselves to him rather than by those that he must necessarily create himself. At the head office the executive is surrounded by many men of both higher and lower position, who have problems for him or for whom he has problems.

The field man is much on his own. He has to be a self-starter. He has to supply his own executive ability. He must exercise his sales and underwriting skill without this constant reference to other people who may have additional information, more experience, or greater responsibility for the item in question—on whom he can lean and from whom he can get suggestions, inspiration or direction.

It is perhaps natural that those who are ambitious should, at the outset or early in their insurance careers, be attracted to the field. The field is still the royal road upward. A surprising number of company presidents today are former field men, men who started out in the field, made a career there and moved up.

Young men in the business quickly recognize this fact. The field is a good road to advancement, probably because it does provide a broad experience. Though no easier than any other route to success, the field position does bring a man into contact with other men perhaps more than many posts in the business that can be occupied by the novitiate. It also deals with production, and while this is not quite the same thing as in other businesses, it still remains the heart and blood of the business.

If the field man is capable, he rec-

(CONTINUED ON PAGE 22)

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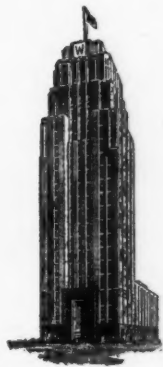
Members of  
Chicago Better  
Business Bureau

*American Glass Company*  
1030-42 NORTH BRANCH STREET CHICAGO

"Recognition Merited by Our Service"

YOUR SYMBOL OF INTEGRITY...

AND OUR PLEDGE OF...



Wolverine Tower

prompt service  
complete protection  
responsible and efficient  
handling of your claims  
economical policy plans—  
at no sacrifice in protection  
and service.

Wolverine Insurance Company  
Battle Creek, Michigan



Agents are FIRST in our book because we back them up with a plate glass replacement service which keeps their assured businesses rolling in any emergency.

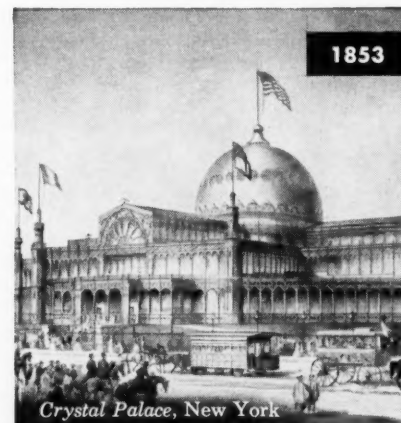
# Across the years



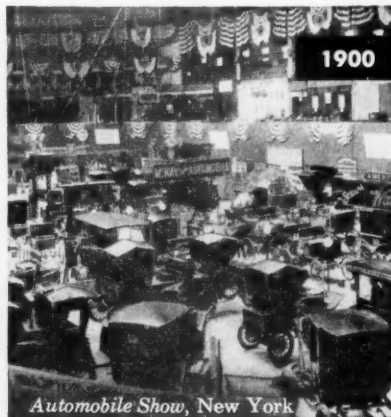
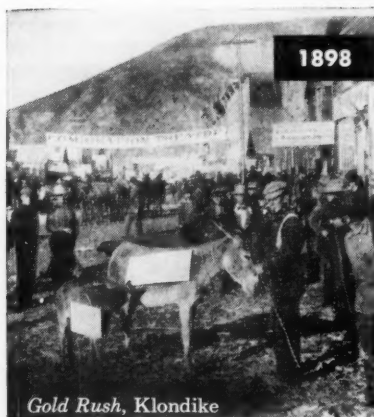
LEVI P. MORTON  
Director,  
The Home Insurance Company, 1853.  
Vice President  
of the United States, 1889-1893.

HOW A HUNDRED YEARS AND A BILLION AND A HALF DOLLARS HAVE

THE FIRST HOME agents appointed a hundred years ago faced an unprecedented era of progress—of challenge and of opportunity. The century that lay before them was to encompass the whole gamut of human experience—from booms to bust, wars and peace, growth and growing pains—yet always, in every field of endeavor, the keynote was expansion—and always the demands on the supplier of property insurance grew greater. They did a big job and did it well, these early Home agents. On the foundation they built and in the spirit of service they created, The Home today faces its second century with full confidence.



On April 13, 1853, The Home was



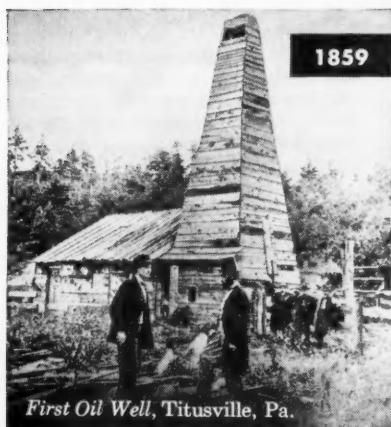
adventure and progress of the nation... has paid out more than a billion and a half dollars in claims



to provide better insurance services to more people through more than 52,000 outstanding Home

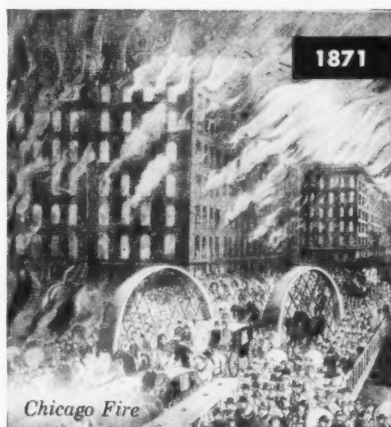
# and into the Future

PREPARED THE HOME TO SERVE YOU BETTER NOW—AND IN THE YEARS TO COME



1859

First Oil Well, Titusville, Pa.



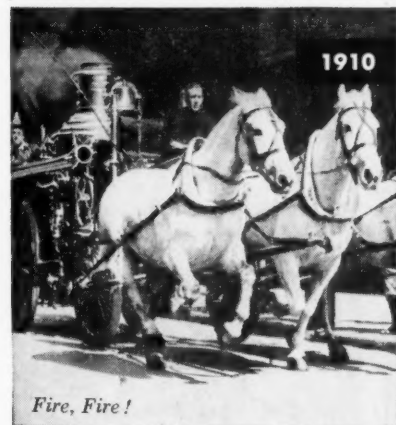
1871

Chicago Fire



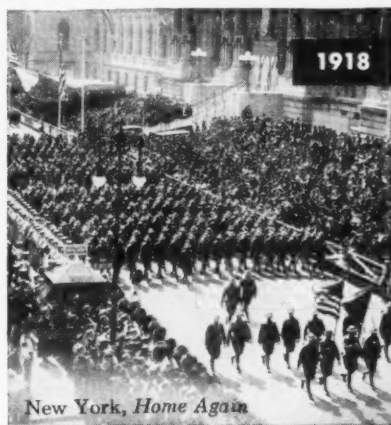
1886

Statue of Liberty



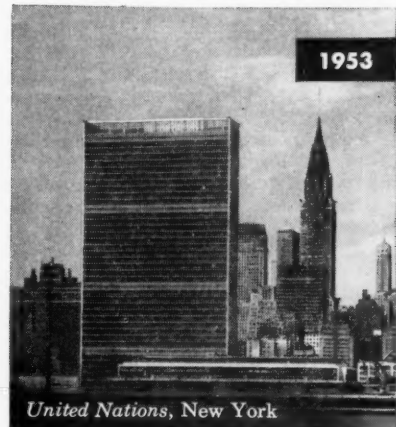
1910

Fire, Fire!



1918

New York, Home Again



1953

United Nations, New York

representatives everywhere.

founded...in the century since, has looked upon the trials and triumphs, joys and tragedies, excitement,

to policyholders...has acquired the experience, strength, and facilities

Your Home agent today performs services and provides protection undreamed of a hundred years ago. This is only a beginning. Today's challenges and problems will become the opportunities and advancements of tomorrow. This you can count on—The Home and its agents will be alert to your insurance needs whatever they may be in the days to come. This has been the pattern of the past. It is the promise of the future.

★ THE HOME ★  
*Insurance Company*

Home Office: 59 Maiden Lane, New York 8, N. Y.  
FIRE • AUTOMOBILE • MARINE



THE HOME INDEMNITY COMPANY, AN AFFILIATE, WRITES CASUALTY INSURANCE, FIDELITY AND SURETY BONDS

## Field Man Key to Success of Insurance Distribution

(CONTINUED FROM PAGE 19)

ognizes early that he must interpret many phases of company policy to agents, and in doing so he must acquire and maintain a very close working knowledge of that policy and apply it to daily situations. Perhaps in no comparable post in an insurer could he so quickly or so thoroughly learn that policy, because here he has to learn to live and work with it and get others (agents) to apply it. He obtains an exercise in getting others to do things which he must persuade them to do because he cannot order them—a fine training in administration.

The field position in itself is one of the good ones in the business, and with many companies it provides an ample opportunity for a career. Not every field man has to be a corporate officer, or wants to be. To the taste of many, a field career in the territory in which they have spent so long may have more savor and satisfaction than an uprooting half way along even though it

means more money and wider responsibilities. Many field men have refused offers to go to the home office. They are important men in their territory and community, they know and associate with leaders. Their friends are there, their families are living a rich life in that locale. As multiple line underwriting develops, this opportunity will increase for a lifetime career in the field.

For the insurer the success of the American agency system arises from the field man's part in this system of insurance distribution. There have been from time to time suggestions that the system needs to accommodate itself to changes in the economy and in its own size and complexity, to be revitalized and brought up to date, if it is to endure and grow as the business grows. If this is so, the field man has to be the tool for accomplishing it.

Then what can the field man do to make himself, the key man in it for the insurer, a more valuable part of the distribution system? What can the company do to develop more fully for itself the potential of the system? There is a world of difference, for ex-

## New Book on Safety Is Memorial to A. W. Whitney

*Safety for Greater Adventures*, a memorial volume to Albert W. Whitney, edited by Herbert J. Stack, director of the Center for Safety Education at New York University, has been published by the university. Mr. Whitney was vice-president of the National Safety Council for more than a decade, an officer of the National Bureau of Casualty & Surety Underwriters for more than two decades, and it was through his efforts that the Center for Safety Education was organized. The book provides a brief history of the safety education movement, gives a detailed account of the contributions of Mr. Whitney and shows the development of industrial standardization and the conservation activities of the stock insurance industry.

ample, in the standards to which field men live up, and this difference in standard often makes the margin in the kind of performance the field man turns in. The company must do two selling jobs: It must sell the agent and

the agent in turn must sell the public. The headway thus lost is recovered through skillful and energetic use of the field man.

The field man can make himself more useful. As the business has waxed with new economic activity and value, with refinements in forms and multiplication of coverages, etc., his opportunities have grown. But so have his difficulties.

These difficulties have changed somewhat. Years ago when a field man called upon an agent he may have come into town on a train that arrived at 3 a.m., with windows that leaked soot and snow. Perhaps he used such emergency equipment to make inspections as horses or mules, sledge or wagon. However, when he arrived the agent closed down his desk and spent the day with him. Now it is almost necessary to write for an appointment and to suggest a good possibility for new business, in order to get in to see the agent. With better transportation there are more field men at the agent's door and they get there oftener.

This change has made it more important than ever for the field man to plan his work. He must know what, when, and with whom he is going to conduct his business. He must be more familiar with circumstances and conditions surrounding specific risks or specific communities. He cannot be as casual as he formerly was. He may waste his own and his company's time, but it is harder to find an agent who is willing to waste it with him.

One way the field man can do his company, himself and his agency more good is to become acquainted with centers of influence in key towns in his territory. He can ask the agent who are the half dozen most important men in the community and then make the opportunity to become acquainted with them. If he can go over the insurance program of one of these men and do it satisfactorily, both he and his agent are vastly furthered in the community. It is doubtful if anyone in the company is going to tell the field man to do this.

As he goes into a town, the alert field man drives around to see what is happening—what buildings are going up, what changes have occurred in structures, what firms have moved. This provides him with a good knowledge of local conditions that influence underwriting and that create sales opportunities. It impresses the agent with his interest in the agency's welfare.

What can the company do, or do more of? It can maintain closer supervision of its field man, analyze his accounts, correct volume and underwriting of town or territory, keep close track of towns where there is no representation and where the company wants it, and supply a consistent and intelligent follow-through to see that everything is done that should be done and that it is done at the proper time. Above all, it can furnish more sales helps.

In this way the company can fully utilize field men to make sales and, as is so important in the fire and casualty




## What kind of a replacement is THIS?

When a policyholder needs the glass in a car window replaced, tell him to specify the same *brand* and *quality* that's in the other windows.

That's the only way he can be sure of getting glass as good as the original. And it's the only way you can be sure *he* gets what *you* pay for.

Libbey-Owens-Ford Glass Company, 6343 Nicholas Building, Toledo 3, Ohio.

NO FINER GLASS THAN  
LIBBEY-OWENS-FORD

SAFETY  PLATE

## Subrogation Suits in Ind.

Colgate-Palmolive-Peet Co. and Aetna Fire have filed subrogation suit for \$300,000 in federal court at New Albany, Ind., against Falls Cities Transfer Co. of Jeffersonville, Ind., in connection with merchandise losses in a warehouse it operated there. Another suit for \$50,000 has been filed by Jeffersonville Public Warehouses, Inc., owner of the building.

## A. M. A. Sponsors Seminar Workshop for Big Buyers

A workshop seminar for corporate insurance buyers will be sponsored by American Management Assn. April 8-10 in its headquarters at New York. It will deal with the responsibilities of the buyer whose insurance functions are only a part of his total responsibility.

Chairman of the seminar will be H. Stanley Goodwin, assistant vice-president of McKesson & Robbins. He will be assisted by Dewitt F. Blase, Jr., insurance manager and assistant to the treasurer of Firth Carpet Co.

Among the subjects expected to be discussed are the buyer's relation with the insurance broker; factors to be considered in use of self-insurance, deductibles, or non-insurance; important exposures in the fields of fire and allied lines and casualty, marine, and fidelity insurance; pitfalls in coinsurance; claims and adjustment procedure in settling losses; records the buyer should have on hand and reports he should make to top management.

## L. A. Williamson Honored

Ninety officers, department heads and friends of Loyal A. Williamson, secretary in charge of the fire companies loss department of the America Fore, gave a luncheon to honor Mr. Williamson upon his retirement after 44 years with the organization.

H. G. Roleke, assistant counsel, was toastmaster and speakers included President Frank A. Christensen; J. Victor Herd, executive vice-president; R. N. Caverly, vice-president; Henry Barkstedt, assistant secretary, and Harvey Abrams, chief clerk of the loss department. Mr. Williamson was presented a camera.

business, make the kind of sales that the company wants.

Few of the so-called conference companies, operating through agents, have fully developed the sales potential of the distribution system which they live by. Mostly these companies have left such developments to specialty companies, several of which have made notably successful use of the opportunity.

Many among conference insurers believe that if a company were to devise sales tools out of the materials they have available in their own staffs, files and experience, and then show field man and agent how to use those tools, it could write a good deal more of the kind of business it wants—and create new business as well as take over existing premiums. Wherever this has been done, the results have been impressive.

However, the justifiable need for holding to a standard in rate and form still seriously influences the attitude of most companies toward selling, where there is no necessity of it at all.

Many insurers turn field men loose and expect them to do the job very much by themselves. This is difficult for anyone except the rare individual. The field man may do it on his own, and in a sense he is always expected to. But if there is a good supervisory procedure, energized with a real selling program and spirit, the field man is helped to do the right kind of job more quickly, more consistently and more fully.

It is a tribute to the system and to the field men who have been part of it that they made it so successful within the framework of what often amounts to a weak sales and a mild supervisory policy.

# AMERICAN HOME FIRE ASSURANCE COMPANY

## FINANCIAL STATEMENT AS AT DECEMBER 31, 1952

### ADMITTED ASSETS

*Bonds—United States Government.....	\$1,026,415.78
*Bonds—All Other .....	829,379.37
*Stocks .....	3,735,440.00
Cash on Hand and in Banks .....	834,637.70
Premium Balances (Less Ceded Reinsurance Balances).....	318,267.26
Interest Due and Accrued.....	17,943.33
Other Admitted Assets.....	345,636.31
	<u>\$7,107,719.75</u>

### LIABILITIES

Reserve for Losses and Loss Expenses.....	\$ 287,714.61
Reserve for Unearned Premiums.....	1,909,300.57
Reserve for Expenses, Taxes (Including \$26,677.07 Federal Income Taxes) and Contingent Commissions Due or Accrued.....	127,629.52
Funds held under Reinsurance Treaties.....	285,025.90
Reserve for all other Liabilities and Items.....	16,010.35
	<u>\$2,625,680.95</u>
Capital Stock (100,000 shares \$10.00 Par Value).....	\$1,000,000.00
Surplus .....	3,482,038.80
	<u>\$7,107,719.75</u>

### POLICYHOLDERS' SURPLUS \$4,482,038.80

\* Bonds and Stocks are carried on the basis prescribed by the Insurance Department of the State of New York. If actual December 31, 1952 market quotations had been used, the Policyholders' Surplus would be \$4,445,679.28. Securities carried herein at \$265,525.85 are deposited with State Departments as required by law.

### HOME OFFICE

111 WILLIAM STREET, NEW YORK 38, N. Y.

### PACIFIC COAST DEPARTMENT

506 Montgomery Street  
San Francisco 11, Calif.

### INLAND

### MARINE DEPARTMENT

169 William Street  
New York 38, N. Y.

### OCEAN

### MARINE DEPARTMENT

84 William Street  
New York 38, N. Y.

### FOREIGN DEPARTMENTS

102 Maiden Lane, New York 5, N. Y.  
206 Sansome Street, San Francisco 4, Calif.



# BONDS

...A LINE TO HOLD FAST TO!


THE ANCHOR LINE  
INCLUDES

PROBATE

CONTRACT

FIDELITY

PUBLIC OFFICIAL



"Turn talk into action," says Bos'n Dan, "and start prospecting in the lucrative Anchor bond market." It offers diversification of income in a field of high commissions and consistent renewals. The Anchor line of bonds meets every prospect's needs—gives you an open door to important commercial and industrial accounts. "A good bond man," reminds Bos'n Dan, "eventually gets all of a client's insurance."

Anchor can help you get started in this competition-free market, furnish successful selling tools—including the most simplified bond applications you ever saw.

Helps You Sell!—Get on our mailing list to receive regular issues of our informative newsletter—"The Anchor Man"

SEE YOUR ANCHOR MAN FOR COMPLETE DETAILS OR WRITE

## E. E. Evans and Son Form Own Agency at Cleveland

The local agency of Edward E. Evans & Co. has been organized with headquarters in the Union Commerce building, Cleveland, by Edward E. Evans and his son Edward, III. The father has been with Lenihan & Co. 30 years and has been vice-president there 20 years. He is a past president of the Ohio C.P.C.U., he is a trustee of Insurance Board of Cleveland and a trustee and treasurer of the Cleveland Skating Club. He was awarded the plaque for meritorious service in the educational field last year by Ohio Assn. of Insurance Agents. He is a member of the faculty of Cleveland College.

The son was educated at Middlebury College and served two years in the army. He attended the North America's

agent school and was with Ohio Inspection Bureau for 1½ years.

## New Meridian Mutual Head

Carl M. Russell has been elected president of Meridian Mutual of Indianapolis. He succeeds Daniel W. Bidle, Remington, Ind., who has been elected chairman. Mr. Russell will retain his title of general manager. F. A. Ellis was named secretary-treasurer and K. W. Knipmeyer assistant to the president.

Meridian Mutual was formerly Farmers Mutual Liability and last December consolidated with two South Bend companies, Conservative Mutual and Farmers National Mutual.

## Barr Adds Another Office

Barr Adjustment Co. has opened a branch at Indio, Cal., with H. E. Awtry as manager. Barr now has eight offices in southern California.

## N. Y. Department's Lectures for Examiners Published

Lectures given in the first part of the New York department's in-service training course for junior and assistant department examiners have been compiled in a preliminary volume which is being distributed to insurance supervisory officials of other states.

It contains 12 lectures delivered in the course, which is under the direction of Deputy Superintendent A. G. Straub, Jr. The department plans to distribute a second volume, consisting of 23 lectures, in about six weeks.

The training course, consisting of 90 lectures, was initiated by Superintendent Bohlinger, largely because of the almost complete absence of formal training in the methods and procedures of insurance company examinations. It will enable examiners to in-

crease their knowledge of the business as well as broaden their perspective. Lecturers included several leading company officials as well as personnel of the department.

## Issue '51 Loss-Expense Ratios

The New York department has issued the first volume of loss and expense ratios in 1951 from insurance expense exhibits filed with the department but containing some differences in ratios. The exhibits cover 18 major lines and there are many five-year comparisons. The department plans to make this an annual feature and will get out this year a similar book covering 1952 experience.

Insurance women from nine eastern states met at Providence last week for the annual region 1 conference of National Assn. of Insurance Women. Miss Elizabeth De Cesary presided.

## DIRECTORY OF RESPONSIBLE

# INDEPENDENT ADJUSTERS

## CALIFORNIA

**CASUALTY, ALL LINES AUTOMOBILE**  
**BEN I. HAYMAN**  
INSURANCE ADJUSTER  
1150 WILSHIRE BOULEVARD  
LOS ANGELES 17, CALIFORNIA  
Telephone: MADison 9-3027  
30 YEARS OF SATISFYING SERVICE

## COLORADO

**KEMPNER CLAIMS SERVICE**  
— ROCKY MOUNTAIN STATES —  
**INSURANCE ADJUSTERS**  
— ALL LINES —  
1068 Gas & Electric Bldg., Denver, Colorado  
Telephone: FAber 5736

## FLORIDA

**MIAMI**  
**RAYMOND N. POSTON, INC.**  
Adjusters All Lines  
150 S. W. 8th Street, Telephone 9-6448  
FT. LAUDERDALE—124 S. E. 2nd Street  
PALM BEACH—516 Lake Avenue, Lake Worth  
KEY WEST—Refer to Miami Office

**LEHNHARD-BURGESS**  
CORPORATION  
**MIAMI**  
Adjusters for all lines  
Phone 9-4708 2828 Biscayne Blvd.

**POMEROY & HARRISON**  
205 Exchange Building  
**JACKSONVILLE 2, FLORIDA**  
Office Phone 3-7971 Night Phones 9-4606; 98-4694  
ALL LINES COMPANIES ONLY

## ILLINOIS

Adjusters All Lines

**E. S. GARD & CO.**  
Chicago-Land Claims—Since 1920  
175 W. Jackson Blvd. WABash 2-8880-1

Day Phone HARRison 7-9381  
Night Phone SHeelake 3-5319  
**JAMES J. PERMANN CO.**  
175 W. Jackson Blvd.  
Chicago 4, Illinois  
ADJUSTERS - AUTOMOBILE  
INLAND MARINE - CASUALTY  
Aurora, Ill.—Merchants Natl.  
Bank Bldg. Aurora 6-1117  
Waukegan, Ill.—232 No. Genesee  
Bldg. Mayfield 3-6936  
Serving Northern Illinois and  
Indiana—Southern Wisconsin—  
Southwestern Michigan

## ILLINOIS (Cont.)

**LYNCH ADJUSTMENT CO.**  
Home Office—  
Springfield, Illinois  
Illinois Branch Offices  
Alton—Decatur—East St. Louis  
Peoria—Jacksonville

Phone HARRison 7-3230  
**THOMAS T. NORTH, INC.**  
ADJUSTMENT COMPANY  
Adjusters All Lines  
175 W. Jackson Blvd., Chicago 4

**TOPLIS & HARDING**  
**WAGNER & GLIDDEN, INC.**  
Insurance Adjustments  
All Lines  
Chicago Boston New York  
Los Angeles Detroit

## INDIANA

**DUNCAN & SWAIN**  
Third and Main Bldg., Evansville 8, Indiana  
General Insurance Adjusters  
Operating in  
Southern Indiana  
Southern Illinois  
Western Kentucky  
Northwestern Tennessee  
Southeastern Missouri  
Branch office: 623½ Broadway, Paducah, Ky.

**INSURANCE CLAIM SERVICE**  
Chanticleer Building, 24 North 6th Street  
**Terre Haute, Indiana**  
Phone: Crawford 8288  
22 years experience, operating in eastern  
Illinois and western Indiana  
Legal personnel, all types of claims and losses

## IOWA

**MIDWEST MOTOR AGENCY**  
Automobile physical damage  
and P.D. claims  
Handled by experts in material  
damage claims. Our adjusters formerly  
associated with National Finance  
Company Insurance affiliates.  
Serving the Tri-State Area  
Southern Wisconsin  
Western Illinois—Iowa  
James R. "Jim" Green, Manager  
1157 Central Avenue  
Dubuque, Iowa  
Phone 3-3531

## MARYLAND

**DOUGLAS E. SCHOOLEY**  
Adjusters—All Lines  
1010 St. Paul St. Plaza 7729  
Baltimore 2, Md.

## MICHIGAN

Robert M. Hill, Pres. E. B. Systrom, Vice-Pres.  
**The Robert M. Hill Co., Inc.**  
**INSURANCE ADJUSTERS**  
1356 Penobscot Bldg., Detroit 26, Michigan  
Woodward 5-0050

Adjusters All Lines Phone 21686-7  
**MICHIGAN ADJUSTMENT BUREAU, INC.**  
Gordon L. Ingelbritsen, Pres. & Genl. Mgr.  
208 North Capitol Ave.  
Lansing 7  
Branches:  
Battle Creek, Benton Harbor,  
Detroit, Flint, Grand Rapids,  
Kalamazoo, Monroe, Saginaw,  
Traverse City

**A. H. DINNING COMPANY**  
ROBERT G. THOMAS, President  
**INSURANCE ADJUSTERS**  
Free Press Building  
Telephone: Woodward 2-0480  
Detroit 26, Michigan

## NEBRASKA

**CHERRY-WENDT ADJUSTMENT CO.**  
Geo. T. Cherry, Assoc. Mgr.  
Henry E. Wendt, Assoc. Mgr.  
308 BRANDEIS THEATRE BUILDING  
OMAHA 2, NEBRASKA  
Fire—Casualty—Marine—Auto—Aviation  
DAY AND NIGHT PHONE JACKSON 0226

## NEVADA

**R. L. GRESHAM & CO.**  
General Insurance Adjusters  
Phones 4733—6164  
410 E. Carson Avenue  
LAS VEGAS, NEVADA  
Serving Southern Nevada—South-  
western Utah—Kingman, Arizona  
and Needles, California.

## OHIO

**O. R. BALL, INC.**  
Fire—Inland Marine  
Allied Lines  
1542 Hanna Building  
Cleveland 15, Ohio  
Phone: SUperior 1-7850

## OHIO (Cont.)

**D. J. SCOTT & SON**  
302 Home Savings & Loan Bldg.  
Youngstown 3, Ohio  
Phones 7-4384 and 7-4366  
Night 2-6434 and 8-0671  
**FIRE & ALLIED LINES**  
30 Years Experience 24 Hour Service

**THOMAS D. GEMERCHAK**  
Insurance Adjustments  
All Lines  
416 Citizens Bldg., Cleveland 14, Ohio  
Phones Off. Su. 1-2666 — Res. Fa. 1-9442

W. A. Bowman, Jr. R. L. Lodwick  
**VALLEY ADJUSTMENT COMPANY**  
Adjusting Claims for Insurance Companies  
Fire, Automobile, Inland Marine, Casualty  
and Allied Lines  
231-233 Masonic Temple Portsmouth, Ohio  
Phone 6-1851

**R. S. LANDEN ADJUSTMENT CO.**  
83 So. High St., Suite 409  
Columbus 15, Ohio  
Telephone: Fletcher 2447  
Residence: Kingswood 6598  
**FIRE—AUTOMOBILE—INLAND MARINE—**  
**AVIATION**

## OKLAHOMA

**C. R. WACKENHUTH AND SON**  
C. R. WACKENHUTH R. C. WACKENHUTH  
**ADJUSTERS FOR THE COMPANIES**  
**ALL LINES**  
507 Orpheum Building, Tulsa, Oklahoma  
Phones 2-5460 4-3850

**Woodard Claims Service**  
Adjusters—All Lines  
Home Office: Oklahoma City  
1620 N. Broadway—Tel. 3-0427  
Branch Offices:  
Ardmore—Clinton—Lawton  
Muskogee—Tulsa

## UTAH-IDAHO

**SCOTT WETZEL CO.** The Intermountain West's  
Largest Independent  
**Insurance Adjusters**  
428 So. Main - Salt Lake City, Ut.  
258 W. B'dway - Idaho Falls, Id.  
Tribune Bldg. - Pocatello, Idaho

## Insurance Ad Stirrs Up PI Rehearings in Tenn.

Judge Shelbourne Ferguson of Tennessee law court has ordered new trials in four automobile damage suits, following publication of an advertisement in the Kingsport Times-News which asserted that higher liability premiums were due partly to "excessive jury awards".

The ad was the first of a series of four prepared by American-Associated Insurance Companies which have already appeared in national magazines. In Kingsport, the series of ads were being reprinted in local newspapers by six leading insurance agencies.

Five law suits, alleging personal injuries from automobile accidents, had been tried during the March term of court and each case had been dismissed by the jury. The plaintiff's attorney for four of the cases moved for a new trial, including as grounds for his motion the publication of the ad which had appeared the day before the March term opened. Claimant's attorney for the fifth damage suit also requested a new trial, but failed to include the controversial ad in his motion. Action was deferred until the next term.

Judge Ferguson, after hearing pleas for the new trial, called back all the jurors and asked each if he had seen the ad. Only two admitted having seen it. The judge did not ask them if it had influenced their decision.

A defense attorney, following the judge's ruling for new trials, asked: "Will the court state on what grounds the new trials are granted?"

"I am not satisfied with the verdict," was the court's terse reply. Prior to announcing his decision, the judge who has been on the bench for 20 years forcibly expressed his concern about the possible effect of the ads. "This raises a very serious question as to whether or not an advertisement like this has any effect on a jury," he said. "It also raises the question as to why the ad was run just before court. If the ad was run to influence the jury, it was a terrible indictment against the parties who ran it."

A spokesman for the agencies sponsoring the ad has stated the copy had been scheduled a week earlier, but delay in receiving material from the advertising service caused its purely coincidental later appearance. He said a series of similar ads appeared locally in the fall and that one of them referred to courts, attorneys and juries in the same vein as the present controversial ad and nothing was said.

## Two are Advanced in S. W. Department of G.A.B.

DALLAS—George W. Jordan has been advanced from executive supervisor to assistant general manager and Charles W. Morgan, manager of the inland marine department, to the additional post of supervisor in the southwestern department of General Adjustment Bureau. The changes became effective April 1.

Mr. Jordan has been with the department nearly 20 years and before that was in the adjustment business in the southwest for seven years. He has been on duty in an executive capacity in handling some of the major catastrophes in the southwest.

Mr. Morgan has had 15 years experience with the department and in recent years has been primarily responsible for the growth of the inland

marine department, which he will continue to handle.

## Revised Kansas Manual Issued for Farm Property

A revised Kansas farm property manual has been distributed by Kansas Inspection Bureau effective March 30. With the exception of certain livestock regulations, changes are in the main similar to those contained in the revised manuals which have already been distributed in Illinois, Minnesota, Missouri and North and South Dakota.

Live stock rules have been generally revised under two plans, plan 1 being a three or five-year term coverage and plan 2 a special livestock coverage form now including theft, but excluding escape or mysterious disappearance, of cattle, swine or sheep without additional charge. The former "range cattle" form has been eliminated.

Credit for spark arresters installed on dwellings with shingle roofs has been withdrawn. Builders' risk rules have been clarified, the special rate only applying when written in the name of the carpenter or contractor.

A theft endorsement form for machinery, equipment and vehicle coverage under the blanket farm personal property form has been adopted. The minimum premium applying to farm personal property written under item 1 of blanket form F. P. 434 has been reduced, and the coverage may now be written for one, three or five years, whereas formerly limited to three years, and the fire and ECE rates under this form have been reduced.

Special rate tables have been provided for brooder houses, based upon construction of the building and type of heating devices used for the brooders. Special rates for poultry in the brooder houses are given. The fire department service charges and form have been revised to conform with the changes previously adopted for mercantile and risks other than farm.

Certain grain rates for specific insurance on specifically named threshed grain, etc. have also been reduced. Rates for farm machinery, equipment and vehicles have been reduced, and the coverage now includes theft (excluding mysterious disappearance) and overturn while in operation (excluding

overturn while being transported) without additional charge.

In the interest of simplification, certain special clauses and permits have been eliminated and all now applicable are included in the latest uniform forms 61C and 66. The new schedule is in loose-leaf form so that in the future any supplements thereto will consist of reprints or new pages.

## To Elect at Buffalo

Western New York A. & H. Assn. has scheduled its annual meeting for April 6 at Buffalo. The nominating committee has recommended Howard A. Potter for president; Charles E. Hogg for vice-president; James A. Cormack, secretary and James Lostus for treasurer. Charles J. Burke and Eli H. Frankel are slated to be elected directors for three years.

## Sons Join Artz Agency

John C. Artz, Jr., and Lincoln E. Artz have joined their father in his agency at Rochester, N. Y. John Artz, Jr., is a graduate of Massachusetts Tech and has been with a casualty company for several years. Lincoln Artz graduated from Cornell and has been with a fire company for seven years.

## Globe and Rutgers Fire Insurance Company

FINANCIAL STATEMENT AS AT DECEMBER 31, 1952

Admitted Assets	
*Bonds—United States Government .....	\$ 4,147,859.34
*Bonds—All Other .....	3,064,669.10
*Stocks (Includes Subsidiary Companies at \$6,212,281.44) .....	13,192,916.44
Cash on Hand and in Banks .....	2,127,853.29
Premium Balances (Less Ceded Reinsurance Balances) .....	1,171,443.57
Interest Due and Accrued .....	61,544.40
Other Admitted Assets .....	1,420,729.26
	<b>\$25,187,009.40</b>
Liabilities	
Reserve for Losses and Loss Expenses .....	\$ 2,217,172.04
Reserve for Unearned Premiums .....	7,856,980.47
Reserve for Expenses, Taxes (Including \$153,933.79 Federal Income Taxes) and Contingent Commissions Due or Accrued .....	508,725.69
Funds Held Under Reinsurance Treaties .....	1,340,486.07
Reserve for all other Liabilities and Items .....	187,604.43
	<b>\$12,105,968.70</b>
Capital Stock:	
‡\$4.64 Prior Preferred Stock (27,000 shares \$15.00 Par Value) .....	\$ 414,000.00
‡\$5.00 Convertible Second Preferred Stock (6,879 shares \$15.00 Par Value) .....	103,185.00
Common Stock (253,782.4 shares \$5.00 Par Value) .....	1,268,662.00
	<b>\$ 1,785,847.00</b>
§Reserved Surplus .....	48,153.00
Surplus .....	11,247,040.70
	<b>\$25,187,009.40</b>

### POLICYHOLDERS' SURPLUS \$13,081,040.70

- \* Bonds and Stocks are carried on the basis prescribed by the Insurance Department of the State of New York. If actual December 31, 1952 market quotations for all except insurance stocks had been used (such insurance stocks being taken at statutory values as at December 31, 1952, with portfolios adjusted to market) the Policyholders' Surplus would be \$12,881,542.32. Securities carried herein at \$230,855.85 are deposited with State Departments as required by law.
- † Entitled upon redemption at Company's option or upon voluntary liquidation to \$105 per share with successive reductions of \$1.00 per share on June 1, 1953, June 1, 1955, June 1, 1957 and June 1, 1959, in each instance plus accrued dividends; otherwise entitled to \$100 per share plus accrued dividends.
- ‡ Entitled upon redemption at Company's option or upon voluntary liquidation to \$105 per share plus accrued dividends; otherwise entitled to \$100 per share plus accrued dividends. Each share convertible at any time into four and four-tenths shares of Common Stock at the option of the holder, except such shares as have been called for redemption, in which event the conversion privilege shall cease on the redemption date or not more than ten days prior thereto.
- § Provision for increase in par value of capital stock which would result from the exercise of conversion privileges of all Convertible Second Preferred Stock outstanding.

### HOME OFFICE

111 WILLIAM STREET, NEW YORK 38, N. Y.

PACIFIC COAST DEPARTMENT

506 Montgomery Street  
San Francisco 11, Calif.

OCEAN  
MARINE DEPARTMENT

111 John Street  
New York 38, N. Y.

### FOREIGN DEPARTMENTS

102 Maiden Lane, New York 5, N. Y.  
206 Sansome Street, San Francisco 4, Calif.

INLAND  
MARINE DEPARTMENT

169 William Street  
New York 38, N. Y.

## Wherein Local Agent Ed Dunn of Milwaukee Lets Off a Whale of a Lot of Steam

From Ed Dunn, local agent of 2863 North Murray, Milwaukee:

So they want to save the agency system and the competitive position of stock companies by slimming commissions. Wonderful. But is the insurance business a one way street? And what will the companies do on their side to attain the laudable objectives of changing the competitive position for the better and protecting the agency system?

It is ridiculous to think that a reduction in commissions is going to narrow the spread premium-wise between stock and direct writing companies. Much must be done on the company side to bring that spread down to a worthwhile point.

I'll take a commission cut but I want the companies to do something for me

that will give me more time for production and take less of my time on detail.

For instance:

Why do we still insure the car rather than the driver? Why is it necessary to order, await and send out an endorsement every time there is a change of car? Isn't it better to insure the good driver and deny the bad driver insurance in cases where they are both drivers of the same car?

Why can't the companies adopt a uniform loss report acknowledgment form? Then we can use company acknowledgements for follow up on losses. Today I get postcards, 4 x 6 sheets, 11 x 8½ flimsies. If anyone can file with ease that hodge podge of forms I want to know him.

Why not cut down the waste of print-

ing both in company publications and motivation material? While some of these brochures are beautifully done, I must admit that I don't care too much about the fact that Agent Ish Kabbible in Florida has just observed his 25th year as a company representative. I am intelligent enough to know that there is a wealth of unmined spheres of insurance to explore. Along this same thought why not cut out most of the useless coverage pamphlets that we are flooded with? Cut out the free stationery and advertise the agent rather than the company. Close to 95% of our insured do not know their companies but they do know their agents. Let the companies advertise the product they want to sell, stop the chest pounding and rely on the agent to channel fair portion of his business to the company that serves him well.

Why not send the fieldman out equipped to help the agent on time saving methods rather than with fervid pleas for more production? I like my fieldmen, think them fine gentlemen, but feel that they do not serve me well. Not one of those men has ever offered a concrete suggestion on ways to eliminate detail, to improve collections or cut out lost motion in the agency. They are willing to help me but have not had the training to do so. Who is in better position to gather information, good or bad, about agency methods and pass it on to other agents in return for information to help some one else? Yet the fieldman says "collect and cancel if you can't collect." There are successful collectors in this business and I am sure that their methods are not top secret and that they would willingly share them with less fortunate agents. The fieldman is the man to gather and spread this information.

Why all the demands on the agent's time for follow up on various inspection recommendations? Most of the faults found are minor and hardly deserving of the time required by the agent in following up.

Why no concrete program of accident prevention in which the agent can participate without sacrifice of production time? At no time since I have been in the insurance business has it ever been made possible for me to contribute in my small way to reduction of accidents. Yet I would gladly enroll my clients in highway safety pledges if there were some practical way of doing so. Our trade publications are filled with articles on safety but none of them show me how I can help.

Why can't our companies do something about the licensing problem of putting unfit persons behind the wheel? We possibly can't cure the older driver but we certainly can insist on qualifications for the youngsters applying for their first licenses. I think a good deal of the advertising appropriations of the companies could be diverted to underwriting driving schools and promoting safety in the youthful classes. Let's change the licensing laws and grant no one the right to drive unless he can produce a certificate that he has taken a course in driving instruction at a qualified driving school.

These are but a few ways among many that I feel would reduce costs on the company side. Again I say that it will do no good to cut the agent's commission unless corresponding reductions are made in company costs by eliminating many of the traditionally wasteful operations they still use.

And let our company executives forget about Grandpa's days and realize that they actually have done little in this situation except raise rates and hope to cut commissions.

Print this if you wish or not but, boy,

oh, boy it's a swell way for me to let off steam and hope that someone agrees with me just a little. And that goes for Mr. Crafts of Fireman's Fund and Mr. Howard Stewart of Clearfield, Pa.

## Cincinnati Board Host to Industrial Fire Fighters

A full day of talks and demonstrations on fire fighting will be offered members of Ohio Fire Brigades Assn. April 17 at Cincinnati. The event is sponsored by Cincinnati Fire Underwriters Assn., in cooperation with the Greater Cincinnati Safety Council and the fire safety committee of the Chamber of Commerce there. T. T. Bryant, A. M. O'Connell, West Shell and J. F. Schweer, all from the local board, are on the program committee.

The association brings together representatives of the state's industries who are interested in brigades—private fire departments trained to keep fire under control until public fire departments get to the scene. The Cincinnati fire department and Underwriters Salvage Corps of that city have cooperated in the training of these brigades.

## Mutual Service Gathering

Some 800 attended the banquet highlighting the annual meeting of Mutual Service Insurance companies of St. Paul with F. F. Rondeau, president of the companies, in charge. Principal speaker at the banquet was Marquis Childs, Washington columnist.

The combined premium income for 1952, according to Mr. Rondeau, was \$8,278,000, combined assets of the companies are about \$13,250,000 and surplus \$3,375,000.

Jerry Voorhis, executive director of Cooperative League of the U. S., addressed the group at one of the meetings during the day. The 10 leading agents were named to the agents' advisory council. They were cited by Agency Vice-president Eugene B. Rogers. Newly elected to the board of directors was Emil Hierl of Cambridge, Minn.

The companies increased their assets 23% last year, premium income by 24%, and surplus by 18%.

Mutual Service Casualty had assets of \$8,246,069 and surplus \$2,712,517.

## Boise Gets Lower Rates

Boise's National Board grading has been raised from class 5 to class 4, resulting in decreases in fire insurance rates ranging from 5 to 20%.

## Tiffany in Sweeney Firm

CINCINNATI—Norman S. Tiffany has been elected vice-president of the H. Patrick Sweeney agency. He had been special agent here of American of Newark for three years before joining the Sweeney agency in 1952. Before that he had been agency manager of the Yost agency at Cleveland. He started in insurance in 1937 with the underwriting department of Travelers at Cleveland. He is a charter member of the new Cincinnati C.P.C.U. chapter, formed in February.

## Reject Suit Against Insurers

A suit for \$800,000 against 12 casualty companies, brought by Dan Massey, Chattanooga attorney, charging "conspiracy" and alleging that evidence used in an unsuccessful disbarment case against him was gathered by investigators employed by the insurers, was decided for the defendants by a federal court jury there. The jury deliberated only 10 minutes after hearing five days of testimony.

D. Richard Mead, Miami Beach local agent, has been reelected president of the Chamber of Commerce there.

## WANT ADS

Rates—\$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

### WANTED

Energetic young or middle-aged man with Home Office or Field experience to assist in management of established 30 year old Agency in good Northern Ohio city. Work consists of servicing present accounts and developing new business from present customers. Guaranteed salary plus percentage of new business. Allowance for auto expense. This is an excellent opportunity for an ambitious man. In reply state age, experience, marital status, expected beginning salary and other information you consider pertinent. Address Box R-77, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### AVAILABLE

Executive, 41, C.P.C.U., located Chicago. Thirteen years diversified insurance experience, company and agency, underwriting and administration. Casualty background, but also know fire, allied lines. Desire permanent connection with growing company or agency. Salary open. Valid reasons for severing last connection. Full details and references furnished on inquiry. Address R-95, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### UNDERWRITER

Midwestern multiple line company has opening for experienced underwriter with knowledge of systems and major casualty lines including automobile and workmen's compensation. Write giving age, details of experience, salary desired, etc. Reply to R-72, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### SPECIAL AGENT WANTED

LARGE INDEPENDENT MULTIPLE LINE COMPANY DESIRES SPECIAL AGENT FOR WISCONSIN. WILL WORK OUT OF OSHKOSH-APPLETON AREA. Address R-74, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### ATTENTION INDIANA AGENTS

Established Mutual Casualty Company specializing in Long Haul Truck underwriting is interested in appointing a limited number of responsible Agents in Indiana. Will give exclusive territory and general agents commission. Address R-81, The National Underwriter, 175 W. Jackson Boulevard, Chicago, Illinois.

### ADJUSTER

with Independent or Company experience, primarily physical damage. Starting salary \$350-\$400, depending on experience, plus expense allowance.

R. L. GRESHAM  
410 Carson, Las Vegas, Nev.

### CASUALTY UNDERWRITERS JUNIOR AND SENIOR

Address R-87, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### WANTED TO BUY

General Insurance Agency—Underwriting fire and miscellaneous lines. Columbus, Ohio preferred. Any city in the East Central States will be considered. Address R-90, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### — SAFETY ENGINEER —

Good opportunity for experienced Safety Engineer with nationally known insurance company in Hawaii. Permanent position. Waterfront experience desirable. West Coast resident preferred. In reply give age—education—experience—marital status and salary requirement. Address R-91, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### AVAILABLE

Young man under 40, 15 years casualty, fire and fidelity experience. Home and branch office. Proven sales record. Ambitious and not afraid of work. College education. Chicago or Milwaukee preferred. Presently employed as branch manager. Excellent references. Address R-92, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### UNDERWRITER

Experienced Underwriter with heavy automobile background. Supervisor—30 min. age—Salary open.

M. ELISABETH COCKRILL,  
INSURANCE DEPARTMENT  
Personnel Service Co.  
314 Bryant Bldg. — Kansas City, Mo.

AN EXPERIENCED man 27 or older to head our Accounting and Supervise General Office Routine for Young Company. Capable of doing actual work as well as training others. Writing Automobile coverages only in Midwest. Give details first letter. Address R-94, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### WANTED CASUALTY SPECIAL AGENT

By old responsible Casualty Company Young Man with some casualty field and underwriting experience in Midwest operating from Des Moines. Right man can make excellent future for himself. Address R-48, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

## Meiss Urges IAC to Start Promptly on PR Activities

(CONTINUED FROM PAGE 2)

letter designed primarily to make friends for the business. It could be a letter to a magazine or newspaper, to legislator or to a friend.

Also, 10 minutes might be set aside to devote to some organized activity not primarily concerned with insurance.

He suggested that once a week insurance people deliberately get away from their business and have lunch with someone in a totally unrelated business. All of these things would make favorable impressions for insurance that no amount of money could buy, and over a period of years an immense value of good will could be built up.

Perhaps it is time now that ideas are communicated about the people in insurance, and about the basic fact that there are people and not just adding machines and tabulating machines, Mr. Meiss said. "As far as the general public is concerned, property insurance is a faceless industry. Its emblem is a piece of paper. The men and women whose competence, integrity and judgment make that paper valuable have no public identity."

Insurance needs the kind of recognition and human identification that is associated with, for example, the automobile business, concerning which there comes to mind quickly Henry Ford, Charles Wilson and Henry Kaiser. "Certainly we need to let the public know that we are human beings, not money-changing machines, and that we share their problems and their hopes."

## Four Surety Companies Sued in Mich. Dramshop Case

GRAND RAPIDS, MICH.—Five taverns and four surety companies are named as defendants in a \$100,000 damage action brought in circuit court by Mrs. Annice F. Starr, widow of James A. Starr, Sr., prominent Grand Rapids attorney.

Mr. Starr died of injuries resulting from an accident on a highway near Muskegon when his car was struck by one driven by Frank L. Jenkins of Muskegon. It is charged in the suit that Jenkins had bought a pint of whiskey at Grand Rapids and that he was served drinks in the several taverns listed as defendants, contributing, it was claimed, to his allegedly intoxicated condition which, it is charged, precipitated the accident. Surety companies listed as defendants are Michigan Surety, Seaboard Surety, American Bonding and Great American Indemnity.

Jenkins pleaded guilty to negligent homicide and is serving an 18-months to five-year sentence in Southern Michigan penitentiary, Jackson. He had first been placed on probation but figured in another accident and his probation was revoked.

## Brophy Joins Jack Cage

James J. Brophy, formerly manager of the insurance and systems departments of Peat, Marwick, Mitchell & Co., Dallas, has been appointed vice-president and controller of Jack Cage & Co.

Mr. Brophy is a specialist in securities, systems and insurance accounting.

## Want W. C. Monopoly in Mich.

One of the last bills introduced in the Michigan legislature before the introduction deadline was passed was

one to require that workmen's compensation be insured only in the state fund or by self insurance. The present assets of the state accident fund, which competes with private companies, would be transferred to the new fund, and the compensation commission chairman would become director of the state fund.

## Mutual's Bid on Louisville Housing Projects Upheld

LOUISVILLE—Circuit Judge Lampe has ruled that Louisville Municipal Housing Commission has authority to buy insurance in a mutual.

The ruling was in a test suit brought by Public Housing Administration against the Louisville commission. PHA entered a contract with the commission to operate two low rental housing projects in Louisville. The commission received competitive bids for fire and extended coverage on the two projects, and the bid of Firemen's Mutual of Providence was reported as the lowest.

The commission refused to accept the bid on the contention that it could not buy a policy from a mutual company, due to assessment features of mutual coverage. PHA contended that the commission was required by the contract to accept the lowest bid.

The case will probably be carried to the court of appeals.

## Shift Insurance Cost

HARRISBURG, Pa.—A bill in the Pennsylvania house of representatives that would have required insurance or bonding companies bonding city treasurers also to insure them against losses caused by fire, burglary, larceny, theft, robbery, forgery or fraud, has been amended to shift such insurance costs to the city or the tax districts served by the treasurer.

The proposal is now up for final passage in the house, as amended.

## OK Crop Endorsements

The Iowa senate has passed a bill which would permit companies writing crop-hail policies to include endorsements to cover fire and lightning while the crops are in the field and while being transported to a place of storage.

## Would Raise Examiners

The Iowa senate has passed a bill which would increase the pay of examiners of the state insurance department while outside the state from \$150 to \$180 a week.

## New Office at San Jose

America Fore has established a new office at San Jose, Cal. Ray R. Sheldon, veteran field man, will handle the fire operations in the territory and Victor E. Jones, special agent, will be in charge of casualty lines. Adolph J. Pedrin has been assigned to the office as claims manager.

## Insurance Attorneys Plan Rally

Assn. of Insurance Attorneys has scheduled its annual meeting for April 18-19 at Milwaukee. Glenn R. Dougherty of Milwaukee is chairman of arrangements.

Headquarters will be at the Schroeder hotel.

John J. Lyman has been named by General Adjustment Bureau at Reno, Nev., to specialize in casualty claims. He started with G.A.B. at Eugene, Ore., in 1947, and has since been at Twin Falls and Boise, Ida.

R. Hodges Sill has joined the Berry Realty Co. of Atlanta as manager of its insurance department. He has been in the casualty business 27 years.



*A new house gets the best of everything...*

Brand new heating unit, new copper plumbing, new appliances, everything new from the ground up. And, best of all, proper Fire and Allied Insurance in keeping with today's new values.

Yes, a new house almost always gets the best protection, insurance-wise—or the prospective owner doesn't get the house. A distinct advantage the forgotten UNDERINSURED older houses don't have.

You know more than we do about the kind of houses you insure—ranch, modern, colonial, traditional, old-fashioned, big or little. BUT WE KNOW that a goodly percentage of the older homes ARE UNDERINSURED.

You can easily remedy this situation... give your insureds Royal-Liverpool protection and ENOUGH of it. It will be worthwhile for you and the homeowner.

# ROYAL • LIVERPOOL Insurance Group

CASUALTY • FIRE • MARINE • SURETY

150 WILLIAM ST., NEW YORK 38, N. Y.

ROYAL INSURANCE COMPANY, LIMITED • ROYAL INDEMNITY COMPANY • AMERICAN & FOREIGN INSURANCE COMPANY • THE BRITISH & FOREIGN MARINE INSURANCE CO., LTD. • NEWARK INSURANCE COMPANY • QUEEN INSURANCE COMPANY OF AMERICA • THE LIVERPOOL & LONDON & GLOBE INSURANCE CO., LTD. • GLOBE INDEMNITY COMPANY • STAR INSURANCE COMPANY OF AMERICA • THAMES & MERSEY MARINE INSURANCE COMPANY, LTD. • VIRGINIA FIRE & MARINE INSURANCE COMPANY

## EDITORIAL COMMENT

### Need for a Positive Program

Dust is settling over the compulsory automobile liability insurance fight in New York. But feelings are ruffled and no one seems to have changed his mind. Undoubtedly Governor Dewey and the insurance department still believe compulsory is the one way to cure the uninsured problem, and those opposed think it one of the worst things that could happen to the business—and far less satisfactory to the public than the public or Mr. Dewey may opine. Presumably those mutuals that supported compulsory, as an alternative to the unsatisfied judgment fund, are happy that nothing happened.

However, probably none of those engaged in the fight imagines that there isn't more to come and that it will come very soon. So soon, in fact, that those opponents of compulsory who believe that only by taking a positive, opposition program to the public in a thorough way can they avoid a tremendous, last ditch defensive fight of the kind they have only recently come out of, recognize that they face a formidable task. Mr. Dewey indicated he will continue his efforts to get compulsory adopted, and it may be that opponents of compulsory have less than a year to convince the public, or part of it. If Mr. Dewey thinks it necessary to stomp the state for compulsory, it may be very vital for the insurance business to double stump it.

The evidence by now is pretty clear that the public generally favors compulsory. And probably 90% of newspapers in New York that took the trouble to express themselves during the legislative session expressed for compulsory. It should be kept in mind, however, that what the public are interested in is a method for making certain that the auto that runs into them is insured. This is why it seems so apparent that the insurance business must come up with a satisfactory answer to the problem of the uninsured, why it seems so clear that no matter how small the problem seems in comparison with the job being done daily by the business for 90 to 95% of the automobile population, that remainder must be eliminated, if the business is to escape compulsory.

Many in the business have indicated their belief that though the defense in New York this year was successful, the business lost ground in its public relations battle. The struggle revealed how much of a PR job the business has to do and added to it. Newspapers were not kind in their choice of such

terms as lobby, selfish interests, and the like. The governor with his alliterative "rich and ruthless" reference to stock casualty companies unquestionably found echoing sentiment. (He was careful not to include the agents in his opprobrium. They were simply misguided in supposing that compulsory would have any effect on them—some of the newspapers were more realistic, and correspondingly less sympathetic.)

The feeling among insurance people is that the public, because of the fight just over, is perhaps more in favor of compulsory than it was last December. People and the press were stirred to take a position. Yet the fight demonstrated that agents could win the sympathy of many members of the public. Basic arguments against compulsory can reverse the layman's pro-compulsory attitude—with one weakness. The binder in permanently convincing him has to be a method for taking care of the uninsured accident.

Impoundment and the unsatisfied judgment fund bills were methods to do this. They lost. The impoundment measure passed the assembly. Had it passed in the senate, which was thought possible, undoubtedly Mr. Dewey would have vetoed it. But if the bill had gone through to that point, Mr. Dewey would have been placed in the position of turning down a method recommended by the business and some outside it. The present position of the business is that it defeated the Dewey measure but came up without an alternative. Some wonder if Mr. Dewey will approve any but his own measure, as long as he is governor, and it looks as if he might be governor again.

But for the long campaign the business needs a positive program. Contrast the New Jersey with the New York situation. In New Jersey, where a compulsory bill has been introduced, the business has a program and the agents have something to say. They are saying it and their points are getting into newspapers. In New York it doesn't seem likely that the agents can make much permanent headway on a "we don't want this" program.

If, in New York, the business can develop a positive program out of the materials at hand, there remains the giant-size task of taking the program to insured, to those who make policy in press, radio, TV and the like, and to legislative and other leaders.

This is quite a job—one for which companies and agents simply will have

to make common cause. It is one, however, in which they already have demonstrated they can be effective. If

they can be effective in a defensive movement, how much more likely are they to win in a positive action.

### Suggestion for Insurance Students

More and more histories of the insurance business are being written as time goes on. There are some good detailed and literary biographies of individual companies, and the stories issued by other insurers from time to time as they reach notable milestone show a steady improvement in breadth and interest. There have been some regional treatments, and certain segments of the business have received attention.

However, these histories, in addition to the intrinsic value they have, serve to demonstrate that this is a complex business that has grown with the country to enormous size and that it has a lot of history. It probably is no longer possible to expect "A History of the Insurance Business," in view of the size of the task. What we will get—and what is perhaps needed—are histories of segments of the business and of sections of segments. For example, to those who have a glimmering of all

that has gone on in the fire insurance business the idea of writing a history of it in toto would be appalling. This would be true also in the case of the much younger casualty business. But parts of the stories of these great businesses are still within the purview of the reasonably possible. Here perhaps those students of insurance in the universities might find subjects worthy of thesis effort. Possibly insurers or insurance organizations would find an occasional fellowship appropriate.

Many of the giants in the business, or men who knew the giants, are moving off the scene. It would be well to talk with them, before they get beyond reach, to find out what they know and remember. This part of the history of the business would add salt and savor to accounts of it and would emphasize the human side. It would point up the fact that it is, after all, a business of personalities, a business to a great extent created—or retarded—by them.

in his office Feb. 9, has been in a coma ever since. He was moved to the McCloskey Hospital, Temple, Tex., several days ago, but there has been no indication of improved condition.

F. F. Ludolph, serving his 40th year as secretary of San Antonio, Insurance Exchange, is believed by the members of the exchange to have the longest period of continuous service as the secretary of an insurance exchange of any one in the United States.

Merle Rouse, the newly elected president of American Reserve, entered insurance in 1928 with Inter-Ocean Rein-

## PERSONALS

George B. Butler, life insurance commissioner and chairman of the Texas board of insurance commissioners, is again at his office daily. As the result of a relapse from influenza, he spent several weeks in the hospital and under the care of the doctor, but has been assured that if he takes the proper amount of rest there will be no serious results.



Syl H. Goebel

Syl H. Goebel, newly appointed Kentucky insurance director, has been with the department since 1949 as head of the life and A. & H. division. Previously, since 1935 he had been an agent for Prudential at Owensboro, Ky.

W. G. McComas, retiring after 35 years with Fidelity & Casualty, at Nashville since 1934 and district agent at the time of his retirement, was honored with a luncheon there. He has prominently associated with Little Theater presentations.

E. S. Purcell, manager of the western loss department at Chicago of Hartford Fire, had a three week Caribbean cruise.

Col. Paul H. Brown, Texas fire insurance commissioner, who collapsed



Merle Rouse



A. G. Machold

insurance, becoming a vice-president in 1940. He later joined American Reserve and has been vice-president and a director since 1946. He was also elected a vice-president of American Reinsurance.

Arthur G. Machold has been in insurance since 1926 and with American Reserve since 1934. He is now a vice-president of American Reserve and American Reinsurance and treasurer of both companies, the latter post being one he has had for several years.

William Leslie, general manager of National Bureau of Casualty Under-

## The NATIONAL UNDERWRITER

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CIRCULATION OFFICE:  
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BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402.

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writers, suffered a painful injury to his back in a fall at Baltimore and is confined to St. Agnes hospital there. He expects to be able to return to his home in a couple of weeks or so but probably will require several weeks' recuperation after his return. He was on a business trip and was staying the night at the home of Elmer J. MacLeod, vice-president of New Amsterdam Casualty.

**Michael O'Sullivan**, chairman of National Life & Casualty of Phoenix, and well known nationally for his western attire which includes a pair of fancy six guns, is short two revolvers valued at \$500 as a result of a burglary of the display window of National L. & C.'s home office. The guns were on display as part of a promotion for the Phoenix junior chamber of commerce rodeo. The burglar threw a rock through the window and picked up the guns, leaving an old rifle and other bits of westerniana untouched, recognizing the value of the pair of matched pearl handled Colt 45s.

Mr. O'Sullivan, however, has an even better pair of nickle plated, silver turquoise handled 45s that were not in the window, and this pair he will take with him on the "O'Sullivan Tour of Ireland" April 6-19. This trip is designed to get the American Sullivans and O'Sullivans back to Ireland for a revival of the ancient "An Tostal" festivities.

**Robert H. Oppenheimer** of Kansas City, vice-president of Insurance Facilities Corp. of Illinois and Insurance Facilities Corp. of Missouri, is leaving April 9 for a two-month stay in Europe. He will spend a month in London renewing contacts at Lloyds and completing arrangements for handling the business of the two newly formed American corporations. The remainder of the trip will be given over to a tour of Paris, Geneva, and Rome. He and Mrs. Oppenheimer will return by way of Genoa early in June.

## Decide on Hospital Cover

**RALEIGH, N. C.**—Non-profit, charitable hospitals are immune to suits for injuries sustained in the hospital even though the injured person may be a paying patient, the state supreme court has ruled.

In two cases—Willie Williams vs. Randolph Hospital and Mrs. Rachel Virginia Williams vs. Union County Hospital Assn.—the court affirmed that "a charitable institution may not be held liable to a beneficiary of the charity for the negligence of its servants... if it exercised due care in their selection and retention."

Associate Justice J. D. Johnson, who wrote the majority opinion, said the doctrine of immunity is firmly implanted in the common law and should not be "lightly overturned or whittled away by this court."

Associate Justice Barnhill said, "that when the hospital charges and receives pay for services rendered a patient in its care, assumes obligations to exercise due care it should be subjected to the same responsibility that is imposed on others."

## Plans New Tex. Company

**Joe W. Summers & Co.**, insurance investment firm, has been organized at Dallas by Joe W. Summers, who has been in Texas fire and casualty business for more than 20 years. The organization will be occupied principally with formation of a multiple-line stock company with home office at Dallas to write fire, auto and general casualty in Texas.

The brokerage firm of **Kindler Laucci & Day** of San Francisco has established an office at Los Angeles under the management of Arthur H. Kinder as resident partner there.

## DEATHS

**FRANK M. YOUNG**, 28, in the underwriting department of Allstate at Indianapolis, died from a shot fired at target practice by Richard G. Lind, underwriting manager of Allstate. The shot fired at a target apparently ricocheted against a rock and struck Mr. Young in the chest. His hobby was the collecting of firearms.

**WILLIAM E. ROLLO**, 70, an associate broker with Moore, Case, Lyman & Hubbard, Chicago, died of a heart



WILLIAM E. ROLLO

attack shortly after boarding the commuter train on his way home to Barrington.

Mr. Rollo formerly was owner of the class 1 agency of Rollo, Webster & Co. that was established by his grandfather in 1859. He was president of the old Chicago Insurance Agents Assn. in 1937-1938.

**WALTER L. RACE**, 88, former partner in the century-old Race & Suters agency, Utica, N. Y., died after a long illness. He had retired from that firm in 1951 after having been in the insurance business since 1892.

**RUSSELL P. BARTON**, assistant secretary of Hartford Fire, died after a long illness. He had been with the company since 1921, mostly with the automobile and inland marine loss department. He was made superintendent of the department in 1945 and was elected assistant secretary in 1950.

**URIE LEE TRICE**, 59, Cincinnati manager U. S. F. & G., died there of a heart ailment. He was educated at St. John's College, Annapolis. Before going to Cincinnati in 1937, Mr. Trice was with U. S. F. & G. at New York for 14 years.

**GEORGE V. KANE, Sr.**, 55, Houston local agent, died of a heart attack while playing golf at Houston Country Club.

**RALPH S. GIBBS**, 66, San Antonio claims manager of Trinity Universal, died after a brief illness. He underwent major surgery a few months ago and had never regained his health. He had been in charge of the San Antonio claims office 26 years. He is succeeded by Henry B. Spindle, who has been with the San Antonio office 13 years.

**HERMAN FERGER, Sr.**, 85, senior member of the Ferger Bros. & Huffaker agency and vice-president of Ferger Mortgage Co., Chattanooga, Tenn., died there. He had been for 15 years a trustee of University of Chattanooga and prominent in other civic and church activities there for many years.

**JOHN TYLER**, local agent at West Point, Miss., for 31 years, died there.

**WILLIAM F. LYNES, Sr.**, 70, veteran local agent of Savannah, Ga., died after a long illness. His sons, W. F. Lynes, Jr., and Richard G.

Lynes, were associated with him in his agency, which he had operated since 1925.

**LESTER E. DOTSON**, 52, with the Holt & Murphy agency, Nashville, died following a heart attack. He formerly operated his own agency.

**J. W. MILLER** of the Miller Insurance Agency, Richland, Tex., was killed in an automobile accident. He was associated with his father, J. B. Miller, in the agency.

**JAMES J. GALLACCI**, 49, Port Angeles, Wash., local agent, died following a heart attack.

**JOHN J. JOYCE**, district manager of Pennsylvania Life, Health & Accident at Scranton, Pa., died after a short illness.

**MRS. MILO AMOS**, who continued her husband's agency at Warsaw, Ind., following his death 12 years ago, died there.

**GEORGE HORTON**, San Saba, Tex., local agent, died there. John Connors, a son-in-law, had been associated with Mr. Horton in the active management of the agency.

**JAMES E. LOW**, 80, a bookkeeper in the western department of Hartford Fire at Chicago, died.

**BRICE KETCHUM**, 67, for more than 30 years a partner in the Cleveland agency of Maxon, Perdue & Ketchum, died at Tucson, Ariz., where he had been spending the winter.

**MRS. LILLIAN P. BROWN**, 85, owner of the John A. Brown agency at Exeter, N. H., died there.

**CARL Y. TENGWALD**, 63, Medford, Ore., agent, died there.

## Wife Can Sue Husband, Kentucky Courts Hold

Kentucky court of appeals has upheld a lower court decision that a wife can sue her husband for a tort. The suit involves Mary G. Brown against her husband, Noel V. Brown. Mrs. Brown before her marriage was injured in an accident while driving with Brown, her fiancé. On the day of her marriage she filed suit against her husband, and a jury awarded her \$1,300 damages. He appealed the decision, but the court said that the Kentucky married women's act of 1894 authorizing a married woman "to sue and be sued as a single woman" intended her to sue her husband in the same manner and for the same reasons she might sue any other person.

## Seek W. C. Study in R. I.

**PROVIDENCE**—The Rhode Island house has passed a bill creating a commission to investigate workmen's compensation rates. It requires senate action.

The house also passed a resolution continuing until 1954, the life of a special house committee authorized last year to investigate all insurance rates in Rhode Island. The committee has never met.

Also passed by the house and sent to the senate for action was a bill amending the workmen's compensation law so that benefits would be paid from the day of injury instead of three days later.

## New Hawaii Commissioner

Territorial Governor King of Hawaii has nominated Kam Tai Lee territorial treasurer and ex-officio insurance commissioner, subject to confirmation by the territorial senate.

Kam Tai Lee is assistant vice-president of Liberty Bank of Honolulu, and a former member of the house. He will succeed Sakae Takahashi. He is a graduate of University of Hawaii and a member of the Republican territorial central committee.

**Arkansas Fire Prevention Assn.** inspected Springdale March 17-18 and Rogers March 19-20. It will undertake no further town inspections until fall.

**N. C. Narien**, superintendent of audits, and Miss Jane Bdryvsky of Wisconsin Fire Insurance Rating Bureau addressed a dinner meeting of Liberty women of Racine.

## Big Program Run Off for San Diego I-Day

An imposing program consisting of 16 talks was run off for San Diego Insurance Day last week. The keynote speaker was Ralph L. Inglis, president of Founders of Los Angeles, who took up the idea of the possible necessity of reducing commissions on automobile business. He said compulsory automobile insurance is not the answer to the accident and young driver problem. He also had some words of praise for Western Insurance Information Service, which is doing a public relations job for the companies on the coast.

Other speakers on the morning program were Joseph E. Joseph, Ocean Accident, San Francisco, who discussed comprehensive general liability; John Smith, Aetna Life, Los Angeles, on group A. & H.; D. K. Kyler, Pacific Indemnity, Los Angeles, on automobile underwriting; William H. Hines, Travelers, San Diego, garage liability, and Philip F. Kingsley, Firemen's Fund, Los Angeles, trends in the fire business.

The luncheon speaker was Herbert H. Kirschner, of the Kirschner Co. advertising agency.

In the afternoon the talks were given by Roy Elmore, Hartford Fire, Los Angeles, on fire schedule rating; W. J. McKennon, Great American Indemnity, Los Angeles, on surety bonds; Stan Mackie, Hartford Accident, San Diego, on claims; R. B. Masters, New Zealand, San Francisco, time element insurance; R. A. McGuire, Pacific Employers, Los Angeles, on workmen's compensation; John Rossi, Boston, Los Angeles, inland marine, and John Henry Martin, Standard Forms Bureau, San Francisco.

Mr. Masters in his talk on time element coverage, which was enthusiastically received, said the various coverages involved, rental value, U. & O., tuition insurance, etc., have a potential premium income of \$250 million annually.

## STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.,  
135 So. LaSalle St., Chicago  
March 31, 1953

	Div.	Bid	Asked
Aetna Casualty	3.00	114	117
Aetna Fire	2.40	56	57 1/2
Aetna Life	2.50	80 1/2	82
American Alliance	1.60	34 1/2	36 1/2
American Equitable	1.50	29	30 1/2
American Auto	2.00	46 1/2	48
American (N. J.)	1.10	23	24 1/2
American Motorists	.40	13	14
American Surety	3.00	61	64
Boston	1.40	38 1/2	39 1/2
Camden Fire	1.10*	23 1/2	24 1/2
Continental Casualty	2.50*	77	78 1/2
Crum & Forster com.	1.60	52	54
Fire Association	3.00	68	70
Fireman's Fund	1.60	56 1/2	58 1/2
Firemen's (N. J.)	.90	26 1/2	28
General Reinsurance	1.60	39	41
Glens Falls	2.00	60	62
Globe & Republic	.80	16 1/2	17 1/2
Great American Fire	1.60	38	39 1/2
Hartford Fire	3.00*	153	155
Hanover Fire	1.80	40	41 1/2
Home (N. Y.)	2.00	40	41 1/2
Ins. Co. of N. America	2.25*	84	86
Maryland Casualty	1.20	25 1/2	26 1/2
Mass. Bonding	—	22 1/2	24
National Casualty	1.50*	28	Bid
National Fire	2.60	68	70
National Union	2.00	43	45
New Amsterdam Cas.	1.50	43	45
New Hampshire	2.00	44 1/2	46
North River	1.20	28	29 1/2
Ohio Casualty	1.55	72	Bid
Phoenix, Conn.	3.40*	101 1/2	103 1/2
Prov. Wash.	1.50*	28 1/2	30 1/2
St. Paul F. & M.	.85*	31	33
Security, Conn.	1.70	39 1/2	41 1/2
Springfield F. & M.	2.00	49	51
Standard Accident	1.60	44	46
Travelers	14.00*	790	800
U. S. F. & G.	2.00	63	65
U. S. Fire	1.50*	40 1/2	42 1/2

\*Includes extras.

## PROOF OF PROGRESS

In its first full year of operation, The Insurance Company of Texas has shown spectacular growth. Year's end found this "proof of progress"—an amazing...

252% increase in assets  
257% increase in capital and surplus  
Agents increased from 212 to 3,262

This dramatic growth demonstrates forcibly that union members, their families and friends—half a million partners in progress—can and will do business with themselves. With this philosophy as its foundation, The ICT accepts the future as a challenge—an opportunity to set new records, gain new recognition, build a better America.

### THE INSURANCE COMPANY OF TEXAS

Jack Cage and Company, Managers

Owned by Union Members • Building a Better America



### HIGHER PRICE LEVELS REQUIRE MORE FIRE INSURANCE COVERAGE

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CONSULT US ON:

## APPRAISALS

Impartial Valuations  
of  
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Branches  
in all  
Principal  
Cities



THE **LOYD-THOMAS** co.

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- Ocean Marine
- All Risks—Inland Marine
- Lloyd's, London Covers
- Fire (California Only)

★ **W. B. Brandt & Co., Inc.** ★

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- ★ Substantial Capacities
- ★ Friendly Service
- ★ Full Underwriting and Production Facilities

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San Francisco 4,

639 South Spring Street  
Los Angeles 14,

Dexter Horton Building  
Seattle 4,

### Give Recommendations for Marine Definition Changes

(CONTINUED FROM PAGE 1)

be clarified. Other important changes in this section would be to classify heating, cooling and electrical systems as machinery and equipment rather than building materials and to remove the 30 day limitation on building materials after arrival at premises where building is being erected.

The proposal is that mobile articles, machinery and equipment floaters, excluding motor vehicles designed for highway use, may cover identified property of a mobile or floating nature, not on sale or consignment, or in the course of manufacture, which has come into the custody or control of parties who intend to use such property for the purpose it was manufactured or created, except that such policy shall not cover furniture and fixtures not customarily used away from premises where such property is usually kept.

Because of the difficulties over the years with interpretation of the sections on processing risks and bailees customers policies, the recommendation is to merge them into one section which would provide that I. M. policies may be issued to cover property in transit to or from and in the custody of (1) bleacheries, throwsters, fumigatories, dyers, cleaners, laundries and similar bailees; (2) other bailees for the purpose of performing work thereon, as distinguished from the making of property, including the treatment of, or assemblage of property on the premises of bailees. The new section would continue to provide that such policies shall not cover bailee property at his premises.

The existing provisions with reference to installment sales and leased property would be corrected by deleting therefrom the paragraph which makes personal property not mobile in character under lease ineligible for inclusion under installment sales and leased property policies.

Accounts receivable policies and valuable papers and records policies could be written as I. M. insurance since a number of states have so ruled anyway. Cold storage locker policies would be provided consistent with rulings of the states that have amended the definition in this respect. Sign and street clock policies would be specifically authorized consistent with the interpretative rulings presently enforced.

Dealers' policies have received a lot of consideration. Some of them have been independently filed by many companies and authorized by some states. The proposal here is to consider providing for (1) musical instruments policies covering property consisting principally of musical instruments and their accessories—radios, record players, TV and combinations thereof not to be deemed musical instruments; (2) camera dealer's policies, covering property consisting principally of cameras and their accessories; (3) furriers' dealers policies, covering property consisting principally of furs and fur garments; (4) equipment dealers policies, to cover mobile equipment consisting of binders, reapers, tractors, harvesters, harrows, tedders and other similar agricultural equipment and spare parts therefor; construction equipment consisting of bulldozers, road scrapers, tractors, compressors, pneumatic tools and similar equipment and spare parts therefor; excluding motor vehicles designed for highway use. This section would specifically provide that such

policies shall exclude coverage of monies and securities, improvements and betterments of buildings, furniture, fixtures, tools and machinery of insured.

Provision would be made for wool growers floaters, domestic bulk liquids policies and furniture shipment policies to accord with existing rulings. Domestic bulk liquids policies would exclude fire, inherent explosion, windstorm, sprinkler leakage, earthquake, hail, explosion, riot or civil commotion.

### Barkie with N.Y.C. Agency as General Manager

Nelson & Stross, New York City general agency, has made Charles A. Barkie, formerly manager New York department of American Casualty and American Aviation & General, a partner.

Mr. Barkie started his career with Ashby, Lee, Biedler, and has been with Continental Casualty as New York branch manager, Metropolitan Casualty as executive special agent, vice-president of Norwich Union Indemnity, vice-president of P. A. Post & Co., brokers, and assistant U. S. manager of Accident & Casualty.

The agency will now operate under the new name of Barkie, Stross & Co. at 6 East 45th street.

Additional company facilities are contemplated.

Mr. Barkie will assume managerial duties and will have the title of managing director. Robert J. Stross will assist Mr. Barkie, and will have the title of general manager. William Stross and Raymond F. Stross will devote their principal efforts to production.

### OK's City Employe Bill

The Iowa senate has completed action on a bill which would permit cities and towns over 10,000 population to have group insurance for city employees. The present law restricts group insurance to Des Moines.

### Leibowitz Bureau Officer

Philip Leibowitz, for some years statistical supervisor of National Bureau of Casualty Underwriters, has been appointed by the executive committee of the bureau as statistician. This makes Mr. Leibowitz an officer of the bureau.

### Ask Ore. Auto Experience

The Oregon automobile assigned risk plan has issued a call for experience to all member companies. The experience for BI and PD is asked for on the bases of net written premiums, the number and amount of losses paid and the number and amount reserved for unsettled claims during 1952.

### New Insurance Institute Treasurer

F. Harman Chegwiddden, vice-president and treasurer of Camden Fire, who two months ago was elected treasurer of American Institute for Property and Liability Underwriters, was named to a similar post by Insurance Institute of America. In both positions, he replaces the late Nelson B. Yoder.

Plans for the Seattle Blanket Club's annual stag party, scheduled for April 10, are shaping into a grand reunion, with many "alumni" of the club promising to swell the attendance. The scheduled April 3 meeting has been cancelled, due to the stag party. Next regular meeting will be held April 23.

Pending workmen's compensation legislation was discussed by Seldon E. Brown of Associated Industries of Missouri at a luncheon meeting of the St. Louis Insured Members Conference.

## Direct Premiums and Incurred Losses in 1952 in NEW YORK

	Total Premiums and Losses	Work. Comp. Premiums and Losses	Other Liab. Premiums and Losses	Auto Liab. Premiums and Losses	Auto P.D.L. Premiums and Losses	Fidel. P.D.L. Premiums and Losses	Plate Glass Premiums and Losses	Burg. Theft Premiums and Losses		Total Premiums and Losses	Work. Comp. Premiums and Losses	Other Liab. Premiums and Losses	Auto Liab. Premiums and Losses	Auto P.D.L. Premiums and Losses	Fidel. P.D.L. Premiums and Losses	Plate Glass Premiums and Losses	Burg. Theft Premiums and Losses		
Aec. & Cas.	27,842	27,612	113	311	158		52	-63		65,236			96,614	22,429	65,236				
Aetna Cas.	26,868,675	8,467,570	3,478,284	8,717,931	2,964,859	1,136,838	319,845	980,394		4,154,028	652,159	751,670	1,775,129	513,339	181,068	62,854	86,661	63,929	
Allstate	24,891,137	11,361,792	3,853,048	1,621,683	3,684,317	1,290,389	203,222	96,489	348,857	4,627,716	268,797	4,283,711							
Amer. Auto	9,228,164	1,238,949	343,478	72,375	328,862	116,984	18,136	4,181	15,679	14,590									
Amer. Bonding	609,172	182,402	99,986	263,579	59,574	-501	5,936	5,127		87,137	15,314	-1,404	-231	-407					
Amer. Cas.	2,730,583	351,357	272,695	571,097	182,748	125	62,999	54,760	202,381	1,434,966	174,447	1,433,963	509,602	410,282		44,589	29,245		
Am. Eagle Fire	3,997,523	1,902,286		503,980	157,263	235,731	5,263	21,495	72,672	2,771,650	118,828	130,288	803,306	242,694	192,283	13,767	13,897		
Am. Empl.	2,160,827	465,376	249,482	580,757	211,225	117,326	189,747	25,181	40,546	961,519	79,384	57,341	340,402	107,105	122,985		9,336	5,115	
Am. Fid. & Cas.	106,945	158,615	1,398	17,002	116,414	7,073				32,243,055	9,125,606	4,056,237	9,960,980	3,541,492	134,958	1,113,806	3,541,492		
Am. Fid. Fire	3,040,404			1,367,930	443,298	1,285,775				20,513,018	6,159,974	4,154,589	6,050,082	1,955,637	44,254	206,371	138,566	534,913	
Amer. Guar.	2,963,553	237,404	257,075	1,099,365	276,119	211,189	56,194	15,723	56,947	5,519,708	818,589	871,973	2,581,122	732,877					
American, N. J.	6,269,330	227,153	203,051	733,762	252,549	630,038	1,021	41,800	121,500	1,383,459	1,076,440	16,207	208,957	81,856					
Am. Motorists	10,154,770	3,584,310	540,123	3,712,750	1,306,914	498,045	13,342	26,990	37,260	806,178	618,673	8,977	142,617	36,754					
Am. Mut. Liab.	6,289,526	2,332,430	546,301	2,346,734	611,305	242,735	1,062	7,514	11,446	Indem. of N.A.	20,105,508	4,713,166	3,516,877	1,262,756	389,010	2,042,363	130,828	523,191	
Am. Policyholders	1,101,793	604,138	103,321	258,909	84,163	32,827				8,011,645	2,279,994	1,170,129	1,544,398	572,331	179,330	703,817	31,102	125,962	
Amer. Reins.	1,504,958	33,334	91,416	278,763	59,874	449	900,173	1,169	57,418	Ind. Lumb. M.	2,421,827	3,673	241,492	89,811	44,426				
Amer. Surety	1,526,053	414,102	160,799	530,336	-9,425	548,750	374,869	-1,229	12,668	Ins. Co. N. A.	16,454,251	5,967	224,100	54,947	773,494				
Arax Indem.	6,339,585	312,615	118,730	29,765	7,572	3,578				Interboro Mut.	3,702,937	1,820,386	221,741	1,117,043	385,219	102,935			
Assoc. Indem.	490,815	386,808	76,889	3,841	1,146	2,376				1,825,209	905,518	130,086	581,585	148,002	32,899				
Atlantic Mut.	13,829,088	1,814,314	492,739	1,532,746	479,999	451,544				Jamestown Mut.	3,244,178	1,645,991	140,439	1,010,594	375,267	20,699			
Bakers Mut.	1,691,317	1,289,795	260,432							1,337,896	681,498	20,971	434,824	169,955	5,442				
Bankers Ind.	1,942,489	452,024	183,336	719,416	202,925	126,456	1,745	34,338	100,666	Liberty Mut.	48,363,628	26,396,474	3,659,713	8,446,633	2,966,660	2,252,744	236,138	67,325	
Boston	1,581,010	49,528	176,703	806,396	287,753	138,323	-264	25,765	69,549	30,734,213	18,634,275	3,213,398	3,916,470	1,199,853	857,206	56,961	35,261	122,845	
Car & General	4,110,970	68,326	65,556	311,934	113,527	233,552	4,854	11,174	19,331	Lon. & Lan. Ind.	2,009,370	416,652	273,966	750,377	263,652	40,019	23,007	44,947	
Centennial	1,831,418	32,532	25,378	89,968	14,592	19,827				1,221,884	225,452	251,966	513,876	130,649	3,672	5,222	15,447	17,741	
Central Surety	666,783	137,790	70,106	219,549	68,707	8,145				London Guar.	2,403,439	397,075	226,133	601,587	227,786	103,967	8,332	17,940	
Century Ind.	5,107,468	949,561	628,129	2,155,814	753,334	4,992				Lumb.M.C.N.Y.	4,380,737	1,042,928	242,170	814,200	298,082	16,079			
Citizens Cas.	406,710	125,215	98,661	114,761	37,061	7,700				2,260,343	1,294,993	125,851	471,009	150,770	2,113				
Columbia Cas.	979,826	197,251	124,717	312,086	104,741	1,630				Lumb.M.C.Ill.	29,424,463	7,179,007	1,481,123	10,523,859	3,674,343	1,293,073	127,734	108,453	
Commercial	345,184	52,300	57,217	142,930	41,362	127				17,718,257	4,435,728	1,400,203	6,745,857	1,756,655	645,885	14,629	36,966	55,262	
Conn. Fire	2,067,962	1,430	376	33,798	8,166	151,755				Lumb. O.						71,335	1,193	987	
Conn. Indem.	894,279	101,808	59,515	195,143	69,838	57,822				252,443						29,568	324	300	
Consol. Mut.	1,957,360	301,118	1,613,204		2,402					Manh. Cas.	3,183,214	1,249,623	409,749			77,501			
Cont. Cas.	17,522,612	1,082,782	794,325	2,046,285	717,343	55,347				Mfrs. Cas.	1,444,383	142,937	77,629	389,556	147,924	43,992	540,189	7,208	
Cont. (Fire)	16,402,565	500,228	773,635	1,952,949	729,053	11,087				460,610	-15,990	17,313	175,161	93,527	42,381	98,269	8,962	13,135	
Cosmopol. M. C.	6,350,156	1,013,334	825,038	952,234	319,132	34,513				Maryland Cas.	9,131,680	2,178,991	1,017,565	2,568,883	926,002	221,344	885,405	166,265	357,910
Eagle Fire	2,551,496	476,331	350,599	419,272	114,261	10,612				Mass. Bonding	10,513,772	2,419,834	1,660,547	3,050,398	1,132,933	69,266	165,567	60,373	147,607
Excess	171,979	4,586	-3,348	337,629	13,740					6,077,892	1,356,659	1,271,087	1,716,664	604,072	86,335	202,056	74,677	236,572	
Exch. Mut. Ind.	2,501,321	1,144,203	99,232	845,552	300,782					Mass. F. & M.	655,925					116,135	34,523	94,833	
Fact. Mut. Liab.	2,791,675	549,349	95,407	416,476	138,677					437,979						33,147	18,086	52,049	
Farm Bur. O.	10,819,105	992,384	457,916	5,521,040	1,958,957	1,304,022				Merchants Ind.	724,753	40,532	349,271	121,444	189,193	300	15,248	7,274	
Federal	6,434,164	1,238,949	343,478	72,375	328,862	116,984				3,507,617	1,405,972	444,354	4,966,197	1,857,683	177,643	50,152	5,384	4,256	
Fidel. & Cas.	27,868,292	5,337,843	5,151,815	8,403,911	2,737,272	1,908,967				Metrop. Cas.	5,468,650	220,871	501,308	1,522,692	534,039	198,470	110,599	153,160	275,741
Fidel. & Dep.	6,516,170	2,961,321	2,369,392	4,972,499	1,560,608					Mich. M. Liab.	5,941,882	4,216,622	572,186	665,708	256,274	49,028			
Fidel.-Phenix	2,638,477									National Cas.	3,781,230	2,412,627	659,423	431,306	175,085	39,302			
Fire Assn.	3,641,051	29,999	22,697	188,826	68,240	27,585				National Fire	3,452,937	61,587	48,778	237,267	84,245	606,121	1,186	8,156	19,287
F'man's F. Ind.	1,155,772	1,007,650	4,230,534	1,460,476						Nat. Gr. M. L.	6,900,040								

	Total Prem. and Losses	Work. Comp. Prem. and Losses	Other Liab. Prem. and Losses	Auto Liab. Prem. and Losses	Auto P.D.L. Prem. and Losses	Auto. P.H.D. Prem. and Losses	Fidel. Surety Prem. and Losses	Plate Glass Prem. and Losses	Burg. Theft Prem. and Losses
Sec. Mut. Liab.	848,760	276,950	107,783	56,440	11,299	4,013	243,544	.....	.....
Service Cas.	3,284,576	803,296	2,063,712	310,790	99,125	111	.....	.....	.....
.....	1,362,547	350,274	879,154	120,887	6,476	.....	.....	.....	.....
.....	1,499,808	.....	.....	.....	.....	1,499,808	.....	.....	.....
.....	648,489	.....	.....	.....	.....	648,489	.....	.....	.....
Spgrd F. & M.	3,073,817	.....	.....	.....	.....	.....	101,163	6,249	45,561
.....	1,145,653	.....	.....	.....	.....	.....	175,463	1,943	50,397
Standard Acc.	6,198,555	1,027,475	756,505	213,775	774,686	6,193	725,602	97,889	176,960
.....	3,909,539	637,233	591,509	1,615,505	550,935	128,800	27,336	50,133	104,135
State Fund	64,108,860	64,108,860	.....	.....	.....	.....	.....	.....	.....
.....	49,101,008	49,101,008	.....	.....	.....	.....	.....	.....	.....
Sun. Indem.	3,359,704	679,116	382,539	1,253,187	414,151	55,386	45,963	73,047	259,882
.....	1,254,403	308,612	154,291	455,221	158,593	13,418	9,795	23,556	94,152
Transcontinen'l	1,181,818	3,254	1,335	7,661	8,039	447,735	.....	126	876
.....	582,427	1,235	.....	22,807	2,517	233,439	.....	.....	.....
Travelers Ind.	27,946,087	14,899	775,106	10,047,799	6,705,175	99	947,534	430,813	133,789
.....	15,743,596	5,688	389,062	10,079,280	3,771,862	542	291,149	154,779	607,531
Travelers	47,494,970	20,434,821	4,754,674	2,921,807	.....	.....	.....	.....	.....
.....	28,230,572	10,940,605	3,393,011	1,886,777	.....	.....	.....	.....	.....
Un. Natl. Ind.	147,736	20,007	11,588	69,732	22,903	11,808	453	1,443	1,332
.....	218,159	19,799	27,350	109,697	22,587	13,623	.....	16,690	897
U. Serv. Auto	456,570	.....	.....	10,197	26,957	67,075	.....	.....	.....
.....	105,481	.....	.....	10,197	26,957	67,075	.....	.....	.....
U. S. Casualty	5,835,352	1,351,358	975,507	2,632,996	696,412	67,576	65,469	134,575	284,654
.....	3,383,946	597,628	762,064	1,290,676	445,423	42,863	19,511	40,970	96,644
U. S. F. & G.	17,947,348	2,929,712	2,318,963	4,412,386	1,529,510	933,224	826,306	345,811	740,615
.....	10,886,133	1,590,897	2,001,596	3,312,255	933,894	555,470	557,710	134,406	358,945
U. S. Fire	6,219,929	45,145	38,711	182,882	71,555	371,260	.....	4,412	7,444
.....	2,907,770	5,278	1,582	43,903	19,268	168,852	.....	416	27
U.S. Guarantee	3,781,994	747,466	592,223	268,282	84,961	49,063	1,577,886	32,951	290,887
.....	1,005,316	257,126	108,072	190,228	29,327	27,098	258,199	8,349	116,053
Universal Ind.	136,651	.....	.....	14,046	49,738	14,441	.....	35,791	26,934
.....	73,582	.....	.....	14,441	49,738	14,441	.....	12,446	15,401
Utica Mut.	17,409,319	8,240,821	671,855	5,178,849	1,939,521	815,487	.....	.....	.....
.....	8,523,464	3,822,628	344,308	2,806,202	899,224	262,438	.....	.....	.....
Utilities Mut.	2,512,289	2,512,289	.....	.....	.....	.....	.....	.....	.....
.....	1,281,950	1,281,950	.....	.....	.....	.....	.....	.....	.....
Westchester	5,633,291	15,175	11,688	61,597	20,293	338,162	.....	1,559	1,456
.....	2,740,607	245	2,202	4,901	3,400	152,929	.....	194	584
White Cross	35	.....	35	.....	.....	.....	.....	.....	.....
.....	224,421	.....	961	3,403	986	4,093	1	46	819
Western Natl.	98,446	.....	.....	805	.....	1,441	.....	.....	.....
.....	1,844,233	363,955	208,269	615,793	218,473	145,139	10,849	48,460	154,214
Yorkshire Ind.	350,346	96,079	106,347	326,902	138,949	73,290	1,439	17,943	80,874
.....	13,811,526	3,556,005	2,065,126	2,819,250	1,033,826	643	.....	123,613	214,152
Zurich	9,912,883	2,963,653	1,715,660	2,563,051	501,668	1,146	.....	38,362	103,900

## Other Lines

	Direct Premiums	Losses Incurred
ACCIDENT & HEALTH		
Aetna Cas.	\$ 14,449	320
Amalgamated Life*	6,532,606	5,703,289
Am. Auto.	331,443	118,950
Am. Casualty	1,012,951	594,434
Am. Empl.	134,098	56,305
Am. Guarantee	116,908	10,317
American, N. J.	24,856	10,246
Am. Motorists	273,326	146,626
Am. Mut. Liab.	1,178,231	779,694
Am. Policyhd.	14,837	2,050
Amer. Prog. Health	562,266	243,092
Am. Reins.	12,691	-10,220
Am. Surety	70,559	26,494
Assoc. Indem.	1,648	1,776
Atlantic Mut.	397,390	165,966
Bankers Indem.	44,309	14,791
Bankers Life, Ia*	384,209	248,591
Ben. Assn. Ry. Empl.	15,690,124	11,705,164
Berkshire Life*	79,095	16,210
Boston	2,037	1,249
Car & General	6,242	3,435
Century Indem.	493,200	182,856
Citizens Cas.	24,382	10,057
Columbia Cas.	31,324	14,652
Columbian Mut. Life*	971,230	383,476
Coml. N. J.	450,935	278,405
Commercial Trav.	2,426,521	1,339,599
Companion Life*	2,354,817	1,599,716
Conn. General Life*	8,049,243	5,965,018
Cons. Mut.	59,837	31,025
Continental Assur.*	1,903,441	1,686,423
Cont. Cas.	11,673,522	5,356,222
Credit Life*	2,626	243
Eagle Fire	-802	-42
Eastern Cas.	959,442	485,255
Eastern Life*	81,542	37,642
Empire Mut.	30,342	632,431
Empire State Life*	1,436,871	1,563,350
Empl. Liab.	368,774	122,370
Empl. M. Wis.	1,023,262	42,370
Empl. Reins.	181,638	77,742
Equitable Society*	14,401,128	11,049,577
Farm. Bur. O.	225,654	140,645
Farm. & Trad. Life*	2,878	29
Federal L. & C.*	1,383,766	1,039,943
Fid. & Cas.	785,994	59,294
Fman's F. Ind.	306,817	141,807
Franklin Nat.	31	.....
General Acc.	689,322	281,712
General F. & C.	22,505	.....
Gen. Mut. N. Y.	27,996	8,533
General Re.	44,768	.....
Glens Falls Ind.	395,029	208,190
Globe Indem.	1,075,942	123,697
Guardian Life*	17,635	7
Hardw. Ind.	30,816	.....
Hardw. M. C.	319,304	172,232
Hardw. M. Minn.	41,279	39,061
Hartford Acc.	2,215,715	940,423
Hearthstone	204,804	64,850
Home Indem.	208,517	89,372
Home Life, N. Y.*	702,623	364,842
Home, N. A.	3,180,634	958,377
Interboro Mut.	38,055	24,112
John Hancock*	5,238,521	3,629,133
Liberty Mut.	2,980,195	2,182,534
Lon. & Lanc. Ind.	115,054	54,156
London Guar.	19,041	8,801
Loyal Protective*	241,280	82,100
Lumb. M. C. N. Y.	294,180	197,628
Manhattan Life*	3,699	2,806
Mfrs. Cas.	60,109	197,699
Maryland Cas.	830,843	287,596
Mass. Bonding	771,467	400,631
Mass. Protec.	1,190,992	436,298
Mass. Indem.	1,190,992	436,298
Merch. Ind.	417,198	155,126
Merch. Mut. Cas.	1,034,442	533,903
Metro. Cas.	28,796,198	19,691,096
Metropolitan Life*	36,327	12,359
Mich. Mut. Liab.	1,999,508	927,642
Monarch Life*	13,750,551	7,847,225
Mut. Ben. H. & A.	46,274	4,636
Mutual Life of N. Y.*	.....	.....

## 1952 New York Totals by Classes Shown

	1952 Direct Writings	1952 Losses Incurred	1951 Direct Writings	1951 Losses Incurred
Workmen's Comp.	241,350,637	164,344,346	222,207,538	156,473,752
Other Liability	79,315,715	51,141,307	72,268,548	43,945,592
Auto Liability	221,546,337	123,446,337	195,262,725	105,165,236
Auto P. D. L.	76,933,191	43,359,141	69,034,564	38,080,319
Auto P. H. D.	19,163,095	18,163,095	29,273,664	15,181,312
Fidelity & Surety	25,598,996	6,183,236	24,729,299	7,479,538
Glass	17,441,594	6,755,167	18,817,109	6,548,971
Burglary	1,943,492	195,542	2,052,516	95,888
Credit	4,436,067	814,581	4,407,021	1,109,901
Boiler & Mach.	95,021	34,717	124,429	72,531
Livestock	206,057,640	125,118,487	181,934,339	110,791,438
A. & H.	161,725,564	125,060,167	130,543,762	101,927,776
Hospitalization	.....	.....	.....	.....
Totals of Above Classes	1,086,867,096	668,121,986	957,789,119	590,227,871

Premiums in these tables are shown on a direct writings basis and losses on a net incurred basis, with certain exceptions noted below. Totals for individual companies include all business written in New York, even those classes (such as fire and extended coverage, property damage, etc.) other than auto, etc.) not shown in the accompanying tables. Fire companies are included in the table when the volume of their casualty business is \$50,000 or more, physical damage not being counted as a casualty line.

	Direct Premiums	Losses Incurred
Natl. Cas.	3,080,862	2,230,406
Natl. Fire	1,164	-37
Natl. Gr. Mut.	11,121	3,617
Natl. Surety	6,632	2,300
New Amst. Cas.	429,278	136,188
Newark	39,639	15,853
New England	7,000	3,256
N. Y. Life*	398,922	156,781
No. Amer. Acc.	1,499,792	558,966
N. A. C. & S. Re.	458,776	186,388
North American Re.*	1,356	50
Nor. Un. Fire	6,058	.....
Ocean Acc.	194,833	90,381
Old Colony	285	5,382
Old Republic Life*	12,945	635,098
Paul Revere Life*	1,431,553	129,371
Peoples Cas.	129,371	35,855
Phoenix Ind.	147,243	5,164
Potomac	1,642	128,096
Prov. Life & Cas.	10,600,625	6,692,406
Prudential*	153,532	59,368
Pub. Ser. Mut.	2,185	.....
Queen	1,403	445
Reins. Corp.	2,143	662,001
Royal Ind.	1,289,594	12,764
St. Paul-Merc.	67,693	148,300
Sec. Mut. Cas.	140,440	154,534
Secur. Mut. Life*	2,081,277	98,702
Standard Acc.	251,970	494,739
State Mutual Life*	917,811	28,692
Sun Indem.	161,840	12,010,177
Travelers	19,383,666	1,187,575
Union Cas. & Life*	2,000,421	1,515,245
Union Labor Life*	2,354,451	215,245
Union Mutual Life*	532,406	16,645
United Mutual Life*	519	519
Un. Nat. Ind.	163,662	48,411
U. S. Casualty	370,901	48,003
U. S. F. & G.	18,252	1,853,289
U. S. Guar.	2,507,241	274,700
U. S. Life*	400,626	255
Utica Mut.	255	6,075
West. Natl.	.....	.....
Yorkshire Ind.	.....	.....

	194,833	90,381	Auto Accident	141,874	19,020
	285	122	Phoenix Indem.	14,491	2,388
Y Life	1,285	635	Queen	458	
Y Life	1,431,553	635,098	Reins. Corp.	48	
Y Life	129,371	51,023	Royal Indemnity	231,608	9,532
Ind.	147,243	38,855	Security Mut. Cas.	966	
	5,164	1,642	Travelers Indem.	967,478	135,568
& Cas.	212,141	11,021	United Nat. Indem.	168	
	10,600,825	6,692,406	Western National	216	
Mut.	153,532	50,368	Total	4,436,067	814,587

## FIELD

### New Boston State Agents in Illinois, Tennessee

James W. Hamilton has become state agent for Boston and Old Colony in Illinois, exclusive of Cook, DuPage, Lake and Will counties. He succeeds Don J. Tanner who recently resigned to go with Kansas City Fire & Marine. Mr. Hamilton formerly was with Royal-Liverpool and with the George J. Leonhard general agency at Madison. He is a graduate of the University of Wisconsin.

With the retirement as Tennessee state agent of Henry Roberts, a veteran of 23 years with the companies, his assistant, Oliver H. Anderson, becomes state agent. Mr. Roberts is discontinuing active work under the companies' retirement plan. Mr. Anderson has been a special agent for the past year and a half. The Tennessee office is at Nashville.

### N. J. Preventionists Elect

New Jersey Fire Prevention Assn. at its annual meeting in Trenton elected Herbert S. Tripple, Crum & Forster, president; J. Alexander Neill, America Fore, vice-president; George Walthour, Pacific Fire group, secretary; R. E. Burdick, Potomac, treasurer, and the following directors:

E. J. Pfeiffer, F&M.; George Albiez, Pearl-American group; Philemon Hoadley, Fireman's Fund; Calvin Baile, London & Lancashire; C. Neville Wight, Great American. Librarian is George H. Martin, New York Underwriters.

On May 5 the group will inspect Merchantville and the public buildings of Pennsauken township.

### Mich. F. U. A. Meets April 14

Michigan Fire Underwriters Assn. will meet April 14 at Detroit. This meeting was originally scheduled for April 7. It will be followed by a public relations luncheon.

### Germain Conn. Speaker

Connecticut Field Club at its meeting at New Haven April 6 will hear J. Howard Germain, assistant general manager of Factory Insurance Assn., review its operations and tell about the new package form and rate.

The club inspected Plainville March 31.

### Slate Two Tex. Inspections

Portland and Gregory, coastal towns near Corpus Christi, will be inspected April 15 by the Corpus-Valley division of Texas Insurance Fieldman's Assn. It will be the first inspection by that division.

### Alamo Club V. P. Resigns

Alamo Field Club, San Antonio, at its March meeting accepted the resignation of Joe W. Holleran, Trinity Universal, vice-president and membership chairman, who has left the field to enter local agency work. Wayne Rogers, Commercial Union, reported on plans for the inspection of Brady, which will be made jointly with West Texas Field Club.

### Thompson is Aetna Special Agent

Edward R. Thompson has been appointed special agent for Aetna group and will be associated with H. E. Johnson, Jr., resident manager with headquarters at 608 Sharp building, Kansas City. Mr. Thompson was a member of

the western department Chicago office underwriting staff and attended the company field school at Hartford.

### Talke Succeeds Norton

Norwich Union Fire's special agent in upper New York state, Robert T. Norton, has resigned and Alfred Talke, who has been with the company six years, has been appointed to succeed him.

### Dixon Wisconsin State Agent

Phoenix-London has appointed Ralph E. Dixon state agent for Wisconsin with headquarters at Milwaukee.

### Perkins, Hord to Tex. Co.

Jim H. Perkins and Alfred Hord have been appointed special agents by Insurance Co. of Texas.

Mr. Perkins, formerly special agent in Amarillo for Cimarron of Kansas, will serve agents in Amarillo and vicinity. He has been district claims manager and adjuster for other insurers at Amarillo.

Mr. Hord, in the agency business at Fort Myers, Fla., for five years, will be special agent for the Abilene area.

Harold A. Sullens, named supervisor of a new service office at Houston, was formerly casualty underwriter for Cravens, Dargan & Co. at Houston.

## CHANGES

### Excess Staff Promotions

C. F. Germain, vice-president of Excess Management Corp. since joining the firm in 1947, was elected vice-president and reelected a director. He is also vice-president and director of the corporation's wholly owned subsidiary, Treaty Management Corp., underwriting manager for Casualty Reinsurance Assn. of America.

Emil A. Goerlich advanced from secretary to vice-president, and Donald E. Bryant, vice-president and a director of Treaty, was also named a vice-president of the parent corporation. Leslie H. Adams, in addition to his duties as general counsel for Excess Management, becomes secretary.

Hay Watson Smith, a vice-president and director of the subsidiary corporation, was elected vice-president and director of Excess Management. Other officers reelected were H. Edward Hill, treasurer and assistant secretary, and Joseph G. Lunz, assistant secretary. Herbert B. Roth remains comptroller of the corporation and its subsidiary.

### Employers Names Dabney

Employers group has appointed Lewis S. Dabney advertising manager. Mr. Dabney, who joined the advertising staff of the company in 1952 after several years in the advertising business, is a member of Advertising Club of Boston and Insurance Advertising Conference.

John R. Badal has joined Pacific Employers at Newark as field representative. He has been with Manufacturers Casualty.

### No Train Crash Insurance

New York Central Railroad is largely a self-insurer and apparently there will be no insurance loss involved in the triple train crash near Conneaut, O., though the property damage alone was estimated at more than \$1 million. The wreck of two passenger trains and a freight, following the fall from the freight of a piece of pipe, killed 21 and injured more than 100.

### Indiana Names Two

Indiana Ins. Co. has appointed Robert E. Myers and Donald D. Kinney as special agents.

Mr. Myers is president of Indianapolis C.P.C.U., and has been with a general agency there. He will travel the north-central part of the state. Mr. Kinney has been a special agent in northern Indiana, and will have his headquarters in South Bend, handling northwestern Indiana.

### F. & D. Ups Paul Cooper

Paul P. Cooper, Jr., has been promoted from special agent to assistant manager at Dallas for Fidelity & Deposit and American Bonding. Prior to joining F. & D. at Dallas, he was for several years with the Employers group there. Mr. Cooper was a member of the executive committee of Dallas Surety Underwriters Assn. in 1949 and 1950.

### Turner Heads Miami Safety Drive

Jess Turner, president of Greater Miami Insurance Board, is spearheading a plan for a statewide safety campaign with members of the safety council of the Miami Junior chamber of

commerce, based on the ten-point program of the National Assn. of Casualty & Surety companies. The plan will be presented to representatives of local civic clubs, political and safety officials of county municipalities at a dinner scheduled for April 15.

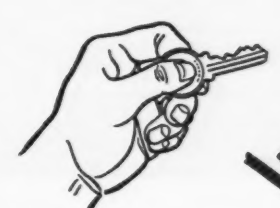
### Expands Michigan Office

State Farm Auto is expanding its branch office at Marshall, Mich., to nearly double the present size. According to the company, the enlargement was made necessary by increased business developed under the leadership of George W. Kibbie, Michigan agency director. Administrative operations of the branch are directed by Charles E. Beadles, resident vice-president. The company now has 175,000 Michigan policies in force, or about one out of 16 passenger cars in the state.

The addition will be 60 by 200 feet and will be attached to the east side of the present building.

Wayne A. Eade has resigned as special agent at Seattle for New York Underwriters and has joined the Seattle agency of Streicher & Starer.

**National  
Notes for  
Producers**



**How to  
Sell More  
Reporting  
Form Business**

Find the Key to R. F. (Reporting Form) values and you will find new business—from small merchants who may have said No to R. F.'s.

They said NO because they K-NO-W too little about determining their inventory values for insurance purposes. You can change that NO to YES.

Fortify yourself in advance by reviewing these five methods of determining R. F. values:

- actual physical inventory
- perpetual stock record
- estimated gross profit percentage
- computed gross profit
- retail inventory

Write us for more information on this and other useful Reporting Form sales data. It's yours for the asking.



## NATIONAL OF HARTFORD GROUP

Western Department, Chicago  
Pacific Department, San Francisco  
Canadian Department, Montreal  
Metropolitan Department, New York

NATIONAL FIRE INSURANCE COMPANY OF HARTFORD  
MECHANICS AND TRADERS INSURANCE COMPANY  
FRANKLIN NATIONAL INSURANCE COMPANY OF NEW YORK  
TRANSCONTINENTAL INSURANCE COMPANY  
UNITED NATIONAL INDEMNITY COMPANY

Executive and Administrative Offices: Hartford 15, Connecticut

## New York Fire Premiums and Losses and Federal Income Tax

Fire and allied lines premiums and losses on New York state business for companies licensed in New York, along with federal income tax incurred on the companies' entire 1952 operations, are listed below. Premiums and losses are for fire and allied lines only, including auto physical damage. Casualty companies are listed if they wrote \$50,000 or more in fire and allied lines premiums.

Business is shown on the basis of direct writing and losses incurred, except that net premiums written are shown for reinsurance companies and for companies doing only reinsurance in New York.

	Federal Income Tax \$	N. Y. Direct Pre- miums \$	N. Y. Incurred Losses \$
Abington Mut. ....		477,135	122,470
Aetna Casualty ..		8,104,258	4,809,805
Aetna Fire .....	150,000		631,103
Affiliated FM .....	400		34,196
Agricultural .....	451,556	3,439,618	1,570,635
Albany .....	50,000	823,452	201,748
Allied Am. Mut. ....	66,685	576,020	242,620
Allied Fire .....	9,271	647,941	196,479
Allstate Fire .....	628,000	1,143,048	411,975
Alpina .....		105,197	31,033
Am. Alliance .....	350,000	1,713,200	892,626
Am. & Foreign .....	442,000	1,310,175	1,130,487
Am. Auto Fire .....	752,000	144,433	89,618
Am. Aviation & Gen. ....		704,402	123,557
Am. Central .....	255,000	859,210	328,612
Am. Druggists .....	190,000	77,438	3,509
Am. Eagle Fire .....	705,000	3,336,274	1,902,286
Am. Employers .....	607,100	198,488	44,313
Am. Equitable .....	293,000	4,041,386	1,854,448

	Federal Income Tax \$	N. Y. Direct Pre- miums \$	N. Y. Incurred Losses \$
Am. Fidelity .....	2,000	1,329,176	274,770
Amer. Fire, Tex. ....	29,000		
Am. Home Fire .....	26,677	295,367	109,648
American .....	1,400,000	4,611,349	1,584,219
Amer. Mar. & Gen. ....		35,006	23,429
Am. Motorists F. ....			
Am. Man. Mut. ....	90,000	1,832,214	440,432
Am. Natl. Fire .....	50,000	848,863	464,035
Am. Reserve .....	362,000	1,114,713	622,414
Am. Surety .....		241,879	256,093
Am. Union .....	127,431	749,941	434,914
Arkwright Mut. ....	161,200*	1,753,960	197,554
Assur. of Am. ....	2,000	894,688	334,136
Atlantic Mut. ....	19,000	9,526,652	3,452,908
Atlas .....	142,000	1,465,841	558,281
Automobile .....	3,385,000	9,723,716	4,300,323
Auto. Mut. ....	19,400	259,536	61,989
Badger Mutual .....	43,500		
Balaise Marine .....		79,107	177,810
Bankers & Ship .....	444,000	1,216,530	597,579
Berkshire Mutl. ....	25,099	616,196	251,880
Bir'ham, Ala. ....	31,463		
Bir'ham, Pa. ....	60,000	245,526	569,404
Blackstone Mut. ....	145,000	1,160,742	221,134
Boston .....	370,000	3,502,273	2,129,598
Boston Mfrs. M. ....		2,046,627	321,437
British Amer. ....	127,500	211,099	154,725
British & For. ....	169,000	1,248,006	672,572
British General .....	6,000	115,155	48,964
Buffalo .....	3,000	1,043,517	248,543
Caldonian-Am. ....		289,969	235,734
Caled. ....	38,000	1,120,479	82,139
California .....	215,000	890,912	369,788
Calvert Fire .....	3,191,056	3,811,479	2,066,162
Cambridge Mut. ....	30,000	116,342	116,412
Camden Fire .....	590,000	2,008,615	991,313
Cathay .....	76,401	4,056	23,652
Centennial .....		1,653,361	577,151
Central Mutual .....	265,000	1,374,010	701,336
Cent. States F. ....	35,500	646,780	532,626
China Trust of China .....		239,662	223,259
Century .....	80,000	1,326,146	536,410
Charter Oak .....	101,388	80,170	63,956
Christiania Gen. ....	20,000	423,618	204,837
Church Fire .....		8,998	1,599
Citizens .....	88,000	689,960	439,727
Colonial .....	24,000	114,902	90,618
Columbia, N. Y. ....	51,000	823,165	272,209
Commerce .....	90,000	1,295,534	574,323
Commercial .....	425,000	2,364,221	1,083,186
Commercial Union Fire .....	110,000	1,032,196	293,063
Commonwealth .....	168,500	1,243,289	494,593
Concordia .....	94,600	-3,854	17,576
Connecticut Fire .....	510,000	2,695,718	1,023,699
Conn. Indemnity .....		437,687	232,766
Constitution .....	60,000	355,212	154,135
Consolidated Mut- ual Fire .....	2,657	242,887	56,393
Continental .....	4,260,000	14,606,603	4,457,015
Continental Cas. ....		59,176	66,082
Copenhagen Re .....		62,972	31,804
Cosmopolitan Mut. ....	2,657	242,887	56,393
Detroit F. & M. ....	145,000	685,823	566,594
Dorchester Mut. ....	6,100	58,313	27,509
Dubuque F. & M. ....	45,535	316,412	181,926
Eagle Fire, N. J. ....		127,021	104,785
Eagle, N. Y. ....	75,772	84,900	21,706
Eagle Star .....	80,000	1,875,475	548,115
Emeco .....	2,104,423	2,997,904	1,494,064
Empire State .....	120,550	954,660	457,238
Empl. Fire .....	712,000	1,469,611	586,939
Empl. Liability .....		123,295	17,941
Empl. Mutual .....	39,000	263,076	76,490
Empl. Re .....		1,085,573	34,916
Equit. F. & M. ....	120,000	1,791,707	805,873
Erie .....		69,246	28,446
Eureka-Security .....	28,450	1,005,826	339,773
Excelsior .....		697,068	131,375
Export .....	290,000	106,146	6,372
Farm Bureau, O. ....	121,000	778,430	154,243
Farmers All. ....	27,521	55,125	23,977
Farmers, Pa. ....	33,596	52,086	318,906
Federal .....	1,339,134	14,860,337	6,434,469
Federal Mutual .....	16,282	533,144	182,315
Fed. Mut. Im- plem. ....	251,000	146,891	57,263
Fidelity-Phenix .....	4,310,000	5,144,929	3,426,953
Fire Assn. ....	250,000	3,320,406	1,482,980
Fireman's Fund .....	2,710,000	8,961,598	5,407,774
Fireman's, N. J. ....	671,500	5,599,037	2,393,675
Firemen's, D. C. ....	393	72,246	28,021
Firemen's Mut. ....	225,000	2,348,227	367,500
First National .....	307,000	119,429	26,015
Fitchburg Mut. ....	9,900	65,654	27,957
Florists' Hall .....		26,360	16,054
Franklin Natl. ....	27,500	616,257	239,907
French Union .....	44,000	134,721	52,604
Fulton .....	5,200	1,064,138	562,255
General, Wash. ....	2,117,000	799,753	134,221
Gen. Exchange .....	473,423	8,312,975	4,312,142
General Security .....	55,464	1,339,640	565,020
Girard of Phil. ....	94,200	977,807	507,962
Glens Falls .....		8,154,900	3,236,603
Globe & Rep. ....	100,000	686,790	347,441
Globe & Rutgers .....	153,933	1,052,062	500,750
Grain Dealers .....			
Mutual .....	140,000	492,841	184,542
Granite State .....	25,000	609,299	210,228
Great American .....	2,100,000	4,508,301	2,484,714
Great Eastern .....	4,200	559,236	182,706
Guar. Mut., O. ....	6,280		
Halifax .....	5,000	33,398	114,265
Hamilton .....		10,166	19,429
Hanover .....	775,000	4,221,024	1,665,341
Hard. Deal. Mu. ....	198,225	712,546	111,686
Hard. Mu. ....	179,000	1,045,635	322,346
Hartford .....	7,124,000	10,605,519	8,550,251
Hawkeye-Secur- ity .....	130,369	169,381	20,970
Hingham Mut. ....	10,500	43,522	17,440
Holyoke Mu. ....	35,500	675,594	182,395
Home .....	3,500,000	35,237,464	15,385,321
Home F. & M. ....	720,000	1,909,639	1,132,133
Homeland .....	87,500	289,707	181,679
Hudson .....	42,000		
Illinois Fire .....	17,000	352,590	145,272
Indem. Marine .....	66,000	641,074	411,575
Ind. Lbrmens .....	106,611	457,879	170,521
Industrial .....	150,305	1,381,163	498,633
Industrial Mut. ....	78,000	170,784	117,989
North America .....	7,150,000	16,131,236	6,146,403

	Federal Income Tax \$	N. Y. Direct Pre- miums \$	N. Y. Incurred Losses \$
State of Pa. ....	52,774	1,203,332	234,514
International .....	100,000	34,236	117,735
Inter-Ocean Re .....	119,448	688,184	312,530
Interstate .....	275,154	658,877	295,890
Jefferson .....		360,885	84,757
Jersey .....	279,000	635,409	221,884
Jewelers Mutual .....	2,328	16,973	4,258
K. C. F. & M. ....	47,411	3,266	179
Law Un. & Rock .....	34,500	120,888	46,818
Lib. Mut. Fire .....	329,000	2,896,155	1,437,290
Lion .....		7,990	2,431
L. & L. & G. ....	906,000	2,598,841	1,213,425
London Assur. ....	410,000	844,938	355,312
London & Lanc. ....		70,105	222,238
London & Scot. ....	6,000	204,686	143,699
Lumber Mut. ....			
Mass. ....	34,098	683,568	288,804
Lmbrmen's Mut- ual, O. ....	96,000	477,901	251,264
Lynn Mutual .....	9,000	177,253	49,035
Maryland Cas. ....		76,447	24,502
Manhat. F. & M. ....	115,000	447,820	323,118
Mfrs. Mutual .....	543,000	3,064,640	801,219
Marine .....	383,809	596,876	243,285
Maritime .....		535,838	248,641
Mass. F. & M. ....	145,000	504,367	386,746
Mech. & Traders .....	27,500	708,296	277,526
Mercantile .....	166,100	1,274,565	459,175
M. & Bus. Men's .....	50,000	685,984	55,123
Mer. & Mfrs. ....	67,500	758,961	518,856
Merchants, N. Y. ....	440,000	1,466,180	605,860
Merchants, Colo. ....	90,000	95,661	46,293
Mercury .....	382,000	1,403,165	821,455
Merrimack Mut. ....	66,000	1,189,814	307,487
Metropolitan .....	70,000	912,101	551,105
Michigan F. & M. ....	138,000	597,892	428,085
Mich. Millers M. ....	100,000	609,194	539,045
Middlesex Mut. ....		764,910	189,640
Mill Owners Mut. ....	41,773	71,037	46,924
Millers Mut., Pa. ....	23,500	169,565	54,568
Millers' Mut., Ill. ....	51,775	127,288	39,802
Millers Mu., Tex. ....	55,000	76,312	26,612
Millers Natl. ....	68,000	360,187	261,588
Milwaukee .....	263,300	1,150,519	469,171
Minneapolis F. & M. ....	15,000	1,251,524	668,307
Monarch Fire .....	15,550	277,656	120,929
Motors .....	2,858,084		
Mt. Beacon .....		488,094	275,238
Natl.-Ben. Frank. ....	96,400	1	

	Federal Income Tax \$	N. Y. Direct Pre- miums \$	N. Y. Incurred Losses \$
Standard, Conn.	383,800	1,079,311	382,170
Standard, N. J.	15,000	349,241	111,244
Stand. Marine	1,633,091	774,539	774,539
Star	424,000	1,050,847	490,596
State Assur.	4,215	1,114	25,486
Stuyvesant	121,041	1,087,340	721,764
Suffolk County	62,220	62,220	14,378
Sun	196,120	3,176,313	1,428,173
Sun Und.	5,000	310,478	231,802
Swiss Re	844,837	3,936,724	1,919,394
Surety Fire	140,669	140,669	212,907
Switz. Gen.	100,000	987,716	560,974
Thames & Mer.	108,000	841,876	672,214
Trad. & Mech.	35,000	1,001,141	311,797
Transcontinental	27,500	1,165,430	356,502
Transportation	106,802	9,230	13,825
Travelers Fire	3,554,529	9,943,333	4,745,528
Twin City	75,200	689,264	344,225
Underwriters	79,921	79,921	42,850
Union & Phoenix	145,000	214,581	98,015
Union, Canton	120,500	310,031	240,654
Union Assur.	24,000	423,083	194,005
Union Marine	12,000	471,477	258,955
Union Mutual	10,000	328,901	35,547
United Firemen's	15,000	443,574	127,032
U. S. F. & G.	3,337,089	1,217,216	1,217,216
U. S. Fire	2,460,000	5,866,027	2,837,000
Unity Fire	1,200	152,316	68,464
Universal	2,500	2,520,540	689,062
Urbaine	115,000	259,070	106,928
Utah Home	73,461	73,797	12,553
Vigilant	246,382	600,910	356,097
Va. F. & M.	184,500	420,174	242,452
Wash. Assur.	201,000	128,312	60,566
Westchester	1,340,000	5,432,687	2,728,822
Western, Can.	253,000	911,615	376,966
Western Natl.	480,000	216,945	91,892
Western, Kans.	185,543	11,966	1,197
West. Millers, Mo.	14,000	1,161,915	200,027
What Cheer	47,500	1,358,618	334,866
Worcester Mut.	60,000	1,358,618	334,866
Workmen's Mut.	5,200	91,638	37,435
World F. & M.	2,055,657	1,240,891	192,318
Yorkshire	427,720	171,105	28,152
Affiliated Und.	16,776	329,518	192,318
Am. Exchange	125,289	15,441	1,360
Bankers Lloyds	1,036	449,841	20,713
Canners Exch.	8,571	11,960	1,197
Druggists Ex.	55,356	12,503	1,197
Fire-Spl. Und.	6,797	208,918	46,920
Individual Und.	59,863	22,900	5,893
Lloyds, N. Y.	125,269	50,147	40,665
Metro. Inter-Ins.	19,814	17,793	688
N. Y. F. & M.	1,348	51,934	43,721
Und.	171,630	28,147	69,046
N. Y. Recip.	321,506	139,425	34,357
Und. Ex. Mo.	3,800	463,135	109,471
Recip. Ex., Mo.	931	113,012	76,571
Truck Ex., Cal.	58,539	48,021	13,390
Warner Recip.	8,500	716,684	164,446
Canton Co-op	2,500	485,251	114,474
Catskill	1,750	248,215	88,890
Dwelling Assoc.	4,660	495,324	176,050
Home Mutual	10,250	501,730	166,678
Livingston Co.	15,893	1,100,340	396,596
N. Y. Central	2,150	346,830	85,229
Olive Co-op	5,574	509,915	175,193
Oneida Co-op	3,218	327,611	109,471
Otsego Mutual	7,400	492,017	153,403
Pioneer Co-op	25,639	1,026	1,026
Prof. Mut., N.Y.	950	208,166	51,684
Security Mut.	4,090	333,963	65,454
Sterling Fire			
Tompkins Co-op			
Utica Fire			
West Seneca			
Woodstock			
Wyo. Valley			

## '53 Agent's-Buyer's Guide. All-in-One Manual Ready

(CONTINUED FROM PAGE 4)

covering 38 insurable perils, 71 classes of victims (grocers, hotel operators, professional men, industrialists, homeowners, etc.).

Other useful features are the company directory section, in which information not presently available elsewhere in one place—territory, lines written, membership in company organizations, rating bureau membership or subscription and membership or participation in pools or underwriting groups for special lines are shown; this section contains more than 800 companies; the directory of insurance buyers' organizations which gives current information on existing buyers' groups, including names and addresses of secretaries or other officers.

And, finally, the afore-mentioned definitions of coverages section which acts as a convenient refresher when details of a particular coverage are out of mind and serves as a boon to the employer whose shifting personnel needs basic facts for letter-writing and other duties.

The National Underwriter Co. home office is at 420 East Fourth street, Cincinnati 2, O.

## Topics for AMA Parley on Insurance in N. Y. May 18-20

American Management Assn.'s insurance conference in New York May 18-20 will cover, among other topics, experience in use of the manufacturer's output policy, how it has worked in practice and what changes are being made in the light of experience; insurance requirements for contractors and subcontractors, what exposures corporations face in employing outside contractors and how they can insure against these hazards.

Also, settling a business interruption loss, a step-by-step description; using statistical records effectively in the insurance department; what standards to use to measure an exposure to determine whether and how to insure, and economic and social dangers in high claims and awards.

One panel will deal with determination of insurable values on a building and another with improvements in hospitalization coverages, plus medical, surgical and catastrophe insurance.

A corporate officer will describe how the insurance department of a business can be of maximum service to management.

## Plan Mo. 1752 Club Clinics

Missouri 1752 Club plans four agents' clinics in April. H. M. Anderson, special agent of Grain Dealers Mutual, will act as moderator at the first meeting April 14 at Chillicothe. Other meetings are to be held April 16 at Jefferson City, April 21 at Joplin and April 23 at Sikeston.

Capt. E. C. Holden, Jr., vice-president of U. S. Protection & Indemnity Agency, New York, gave a lecture on marine insurance at the Fordham University school of business there.

Foss H. Gragg, acting chief of the fire prevention bureau of Ohio, a division of the state fire marshal's office, has been appointed chief of the bureau. He joined the fire marshal's office in 1949.

Hudson County, (N. J.) Assn. of Insurance Agents will hold its annual outing June 13 at Lake Illif.

THE

# UNITY FIRE AND GENERAL INSURANCE COMPANY

FIRE AND ALLIED LINES  
OCEAN AND INLAND MARINE

JOHN A. HEINZE, President

PAUL RENE de MAGNIN, First Vice President

CHARLES W. REICHERT, Secretary

GARDNER M. LOUGHERY, Vice President

GILBERT KINGAN, Jr., Asst. Secretary

## ASSETS

*U. S. Government Bonds.....	\$2,567,613.79
*Other Bonds .....	251,437.35
Common Stocks .....	1,501,005.00
Cash in Banks and Office.....	369,376.95
Balances Under 90 Days.....	167,213.17
Interest Due and Accrued and Other Assets.....	55,083.30
	<b>\$4,911,729.56</b>

## LIABILITIES

Reserve for Outstanding Losses.....	\$ 317,423.36
Reserve for Unearned Premiums.....	2,061,027.14
Reserve for All Other Liabilities.....	615,393.41
Capital Paid Up.....	\$ 500,000.00
Surplus Over All Liabilities.....	1,417,885.65
Surplus to Policyholders.....	1,917,885.65
	<b>\$4,911,729.56</b>

\*Bonds as above valued on amortized bases. Securities carried at \$584,868.28 in the above statement are deposited for purposes required by law.

90 JOHN STREET • NEW YORK 38, NEW YORK

## Dalles Agents Elect

Dalles (Ore.) Assn. of Insurance Agents has elected H. F. McKee, president, succeeding Chester Stewart. Kenneth P. Kelly is vice-president and George Wernmark secretary.

## Cosgrove Realty Speaker

John Cosgrove, secretary of American, will talk April 9 to the board of realtors at East Orange, N. J., on the idea of realtors giving the same professional advice on insurance that they do on realty.

## Honor 30-Year Men

Vice-president K. B. Willett and H. C. Blaisdell, senior fire insurance underwriter, were feted by Hardware Mutuals of Stevens Point in recognition of 30 years of service. A reception was held for them and gifts were presented.

Harbor Ins. Co. of San Diego has been licensed in Arizona.

Casualty & Surety Underwriters Assn. of Kansas City has slated its sales congress for May 1 at the Hotel Muehlebach.

## Why Insurance Agents Recommend

## MARSHALL and STEVENS Appraisals

- A M&S appraisal relieves the agent of a heavy responsibility. He knows he has fully protected the interests of his client.
- M&S appraisals are recognized as authoritative by the foremost insurance companies and financial institutions throughout North America.
- We are a national organization with offices conveniently located throughout the United States and in Canada.
- Our over twenty years of experience on all types of property and equipment have established us as experts in all fields of appraising.

## MARSHALL and STEVENS

Chicago 4  
53 W. Jackson Blvd.

Detroit 26  
154 Bagley Ave.



Minneapolis 2  
843 Plymouth Bldg.

St. Louis 1  
313 N. Ninth St.

## ACCIDENT

### Set Card for A. & H. Agents' Convention

A program stressing panel discussions on nearly all phases of A. & H. insurance has been developed for the annual meeting of International Assn. of A. & H. Underwriters at Chicago June 28-July 1. The executive board will meet June 27-28, and in the evening of the 28th there will be a reception.

The next morning after registration, President John Galloway, Provident Life & Accident, Birmingham, president, will open the first general ses-

sion. After the introductory talks, the meeting will switch over to the five concurrent discussion sessions. Alfred H. Smith, Jr., Marsh & McLennan, will moderate the panel on special risks and aviation accidents; B. H. Groves, Travelers, will be in charge of commercial and monthly premium division coverages; catastrophe coverages will be handled by George J. Mauloff, Royal-Liverpool; Earl W. Montgomery, Moore, Case, Lyman & Hubbard, will be in charge of agency management, office details and service, and Clayton F. Lundquist, Lamb Little & Co., will handle group A. & H. coverages. All are from Chicago.

Speaker for the luncheon has not yet been announced.

In the afternoon the panel discussions will continue, but with different subjects. Robert Keeley, Monarch Life, will be in charge of non-cancellable

A. & H.; Donald C. McVey, Meeker-Magner, will handle franchise and wholesale; Ernest T. Luhr, Parker, Aleshire & Co., will handle A. & H. agency advertising; Roy A. MacDonald, H. & A. Underwriters Conference, will be in charge of A. & H. underwriting, claims and sub-standard risks; W. Clement Stone, Jr., Combined of Chicago, will handle group hospital insurance.

On the second day, Thomas Callahan, Time of Milwaukee, association vice-president, will preside over the session on the functions of trade associations, at which the guests will be C. O. Pauley, H. & A. Underwriters Conference; J. F. Follmann, Jr., Bureau of A. & H. Underwriters; E. H. O'Connor, Insurance Economics Society; Charles Zimmerman, L.I.A.M.A.; Robert L. Hogg, American Life Convention; W. M. Sheldon, National Assn. of Insurance Agents, and B. N. Woodson, National Assn. of Life Underwriters.

### Eliason Monarch Life Seattle General Agent

Conrad J. Eliason, who has been with the R. V. Lynch agency of Monarch Life at Minneapolis for 16 years, has been appointed general agent of that company at Seattle. He succeeds Clayton R. Walton, who has resigned to enter the national sales field in the frozen food industry.



Conrad J. Eliason

Mr. Eliason is a former chairman of the Leading Producers Round Table of International Assn. of A. & H. Underwriters. He served as general chairman of the association's annual meeting at Minneapolis and as president of the Minneapolis association.

### Kan. A. & H. Congress April 3

Kansas Assn. of A. & H. Underwriters is holding its sales congress April 3 at Wichita, opening with a luncheon addressed by John G. Galloway, Birmingham, president of the International association. Afternoon speakers include Roy Cox, manager of A. & H. sales of Prudential at Houston; Don Compton, Wichita, general agent Washington National; and Sig Stottrup, Omaha, A. & H. training division of Mutual Benefit H. & A. Recognition will be given members of the Leading Producers Round Table by E. L. Mack, Wichita, Provident Life & Accident, Wichita, general-chairman. An open discussion period will close the session. President Earl E. Strimple, General American Life, will preside.

### Hear M.D. at San Antonio

Dr. Jack Heaney was speaker at the March meeting of San Antonio Assn. of A. & H. Underwriters. He stressed the necessity for closer cooperation between doctors and the insurance people, and mentioned a number of areas in which there is misunderstanding and conflict.

### Douglas Oklahoma Chief

W. L. Douglas, manager at Oklahoma City for Republic National Life, was elected president of Oklahoma Assn. of A. & H. Underwriters at a meeting at Oklahoma City. Vice-president is James R. Fitzgibbon, Standard Life & Accident; secretary, Tom R. Costello, Washington National.

President Douglas announced a three-phase program for the coming year as follows: Increased membership, increased attendance at regular monthly meetings by a series of strong programs, and a Disability Insurance Sales Course to be held at Oklahoma City.

### Plan Fleet Safety Series

Employers group, in cooperation with Safety Council of Western Massachusetts, will present a series of six fleet safety conferences at Springfield, Mass., beginning April 14. Meetings will be held each Tuesday evening for fleet operators, fleet drivers, supervisors, personnel managers, safety engineers and safety committee members. Henry F. McKenna, Employers supervisor of safety engineering, is in charge of the program, which is planned in the following order: accident factors, accident causes, elimination of causes, accident restitution, basic principles of legal liability, and a banquet where certificates will be presented to those completing the series of meetings.

John C. Farber of the New York law firm of O'Connor & Farber, and Walter C. Simon, treasurer of Racquette River Paper Co. of Potsdam, N. Y., have been elected directors of Lumber Mutual Casualty.



**Your Insureds  
May THINK  
They Are  
Protected...**

... yet rising prices have devalued insurance at an alarming rate, even policies written a few years ago. You can heighten your good reputation by reviewing your older policies against today's costs. Dubuque Fire & Marine—an old established multiple line company—may be able to help you—and welcomes your immediate inquiry.

**DUBUQUE FIRE & MARINE**

**Insurance Company**

DUBUQUE, IOWA ★ MULTIPLE LINE FACILITIES

**REINSURANCE Agency Inc.**

309 W. Jackson Blvd.

CHICAGO 6, ILLINOIS

Andrew J. Holmsted, Pres.  
Tel. WA 8-2751

Supervising Agents

**PEERLESS CASUALTY COMPANY**  
NEW HAMPSHIRE

**REINSURANCE AND EXCESS COVERS**

Treaty — Facultative — Fire — Casualty  
Quote Share — Surplus — Excess  
DOMESTIC AND FOREIGN

### Seattle Sales Congress Program Announced

Speakers have been announced for the annual sales congress at Seattle sponsored by the British Columbia, Portland and Washington associations of A. & H. underwriters. The date will be April 17.

The talks will be given by Charles M. Carroll, Seattle city councilman; Walter R. Hoefflin, Pacific Mutual Life; Everett Grais, British Pacific; Ray Scofield, Standard of Oregon; Marshall Goodmanson, Provident Life & Accident, San Francisco, and Dr. Paul A. Volpe, Seattle University.

### Redmond Seattle Manager

Clarence L. Redmond has been appointed manager of the A. & H. department of Continental Casualty at Seattle. He succeeds E. J. Putt, resigned.

He was with veterans administration following navy service, and in 1952 entered the A. & H. field with Reserve Life.

### New Conference Members

American General of Houston, Bankers Security Life of Des Moines and the General Reinsurance have joined H. & A. Underwriters Conference, bringing total membership to 194 companies.

O. L. Steward of Columbus, O., has been named state claims adjuster for Bankers Life & Casualty, which he joined in 1949.

Dr. W. Guthrie Pierson of Horace Mann Ins. Co. made a talk at a dinner meeting of Business & Professional Women's Club of Springfield, Ill., on his five years in Japan and Korea as chief analyst for the public safety division in the intelligence section of the military organizations.

## Social Security Ills Treated at US Chamber Meet

(CONTINUED FROM PAGE 16)

erased secrecy in the spending of billions of dollars of public funds and represented the first major reversal in nearly 20 years toward centralization of power in Washington.

Sen. Bontrager itemized three "basic dangers in the program of federal grants for public assistance": socialistic controls; "political and bureaucratic pressures for unjustified expansion of federal participation in assistance programs," and "irresponsibility in state and local administration of assistance programs."

"It cannot be contended," the senator said, "that the enactment of Indiana's anti-secrecy law was responsible for all of the downward trend of number of persons on the rolls and of the total expenditure for assistance grants."

"Unrealistic Financing" was the topic of Dorrance C. Bronson, vice-president and actuary, Wyatt Co., Washington, D. C., member of the committee on social legislation and former assistant actuary with Travelers.

"We never have known where we stood or where we were going in the financing of the national old-age programs," he said. He added that an insurance-type premium was charged under the terms of the original OASI act in a system that "was not alleged to be insurance."

"The unrealistic part," he said, "comes about through the assumption, on the part of the 81st Congress, that a fixed set of rates for decades ahead must be put into the law." This was never followed, he said, and charged that the rates are determined arbitrarily, although "they have come to be looked at as if they were as scientific a measurement of cost as is a life insurance premium."

Other afternoon speakers, who devoted their talks to suggestions of ways to make the system more workable, were: A. D. Marshall, manager, employee benefit service department, General Electric Co., New York, and vice-chairman of the committee on social legislation, "Guideposts to Corrective Action"; Frank B. Cliffe, vice-president, H. J. Heinz Co., Pittsburgh, and member of the chamber's committee, "Why Universal Coverage?" Henry D. Allen, social security supervisor, tax department, U. S. Steel Co., Pittsburgh, and chairman of the committee on social legislation of the Ohio state chamber and chairman of the social security committees of the Pennsylvania and Indiana chambers, "The Proper Federal Function in Security for the Aged"; and Charles A. Siegfried, associate actuary, Metropolitan Life, and member of Society of Actuaries, "Why Pay-as-You-Go?"

Luncheon speakers, giving a "Congressional Viewpoint," were Nebraska Cong. Carl T. Curtis, chairman, House ways and means social security subcommittee; and Missouri Cong. Thomas B. Curtis, member of the subcommittee. Chairman for the luncheon was Ormond F. Lyman, executive vice-president, Illinois chamber.

In addition to the U. S. Chamber, sponsors were affiliated state chambers and Chicago Assn. of Commerce & Industry.

## Murphy Luncheon Speaker

John L. Biglen, co-manager of the Pacific department of New York Underwriters and president of Pacific Board, will preside at the luncheon commemorating the 1906 San Francisco disaster April 17. The speaker of the

day is Ray Murphy, general counsel of Assn. of Casualty & Surety Companies, who will discuss the public's responsibility in meeting the existing automobile insurance situation. The committee in charge will have several members of the California legislature present in view of the battle now being fought by factions for and against such legislation. V. M. Marshall, vice-president of Aetna Fire will present Mr. Murphy. The luncheon is under the joint auspices of Pacific Board, Chamber of Commerce and Commercial Club.

## Marine 2nd in Accidents

Marine Index Bureau reports that the maritime industry was the second highest in the nation in frequency of accidents and illnesses in 1952. Only mining had a higher frequency rate. Despite the fact that American merchant ships are the safest afloat, a total of 56,071 injuries and illnesses were reported. There were 23,280 illnesses and 32,791 accidental injuries reported. Contusions of hands and feet accounted for the highest number of injuries. The three most frequent categories of injuries were back, head and extremities. There were 119 fatalities.

## Bennett Reviews N. J. Commission Control Law

(CONTINUED FROM PAGE 2)

cover. That rate will be promulgated and the insurers given authority to charge it. Having collected premiums based on the rate, insurers are then required to pay the premium taxes and the legitimate losses. The balance of the premiums remains company money, to distribute as good business judgment indicates.

Nowhere should there be lodged a legal fiction that the disbursement of this remainder shall be controlled by law, Mr. Bennett declared, or by the edict of a supervising state official. The free enterprise system of the American economy should be preserved in insurance as it is in any other business enterprise.

He called attention to the dissenting opinion of four justices in the O'Gorman decision. They said that the public has no direct immediate interest in the agency contract. Its concern is with rates. Like any other expense item agents' commissions may ultimately af-

fect the rate charge for policies; but this is true of the wages of office boys, printers, bookkeepers, actuaries, officers; the price paid for pens, ink, or other supplies—indeed whatever expense may be incurred. Broadly speaking, the funds of an insurance company come from premiums collected; and necessarily all disbursements are made therefrom and therefore in some sense may be said to affect the necessary rate of charge.

The dissenting justices in this case, Mr. Bennett said, thought it ridiculous to say that because agents' commissions come from premiums fixed by established rates, therefore such commissions could be fixed or written into law. If there should be introduced in some state legislature a bill fixing the salaries of insurance company presidents at say \$20,000 there would be a crescendo of earthshaking objections, and rightly so.

New Jersey Insurance Fieldmen's Assn. at the March 23 meeting saw the new National Board movie, "Fire and Your Hospital."



Then — many units worked desperately to fight fires.

Now  
ONE efficient unit handles the job easily.

# Protection

Becomes Dated, too!

All Agents may not know  
CENTRAL SURETY  
Policies Cover:

- Fire . . . Lightning
- Extended Coverage
- Additional Extended Coverage
- Rental Value
- Additional Living Expenses
- Householders' Limited Theft Endorsement
- Residence Glass Endorsement
- Personal Property Floater including Personal Jewelry and Furs.



It's Wise to Centralize

Now, ONE modern Multiple Line Company serves economically and efficiently. Former methods of insurance are becoming as obsolete as old fire engines. This fact helps you sell

## CENTRAL SURETY

### Multiple Line Coverages

And this comparison of OLD with NEW provides a fine opportunity to compare old property values with present day values — to sell adequate insurance on today's replacement values.

CENTRAL SURETY AND INSURANCE CORPORATION

R. E. McGINNIS, President

HOME OFFICE KANSAS CITY, MISSOURI

## IAC Panels Stress Better Methods of Communication

(CONTINUED FROM PAGE 1)

not the inspection bureaus, instead of merely posting inspection signs, meaningless and nonunderstandable to the public, provide, instead, dignified, prestige building messages based on the service given.

He cited the electrical inspection label left in dwellings under construction, reading merely "Inspected by Department Inspection Bureau." Only a few initiated would have any idea that this activity represented a service of the insurance business. Yet these new homes are visited by thousands of people and it is estimated that some of the model homes being displayed over the country under national auspices will be visited by millions of people. At these visits many other business institutions are providing dignified give-away leaflets to tell about their services. Why could not the insurance business do likewise?

It was evident that many I.A.C. members believe that great timidity and unwarranted fears of legal complications will hide insurance benefits from the public.

Increased cost of printing is making the expense control departments of insurance companies ever more critical of free distribution of advertising material which never reaches a potential customer. That was the basis upon

which Edmund Schenke, Royal-Liverpool advertising manager and chairman of the second panel, proceeded in urging that I.A.C. make a joint survey to determine what methods agents actually use and whether agents and companies might profit if some charge were made for advertising furnished.

It was agreed that a charge for advertising could come into being only if nearly all companies operated that way. R. E. Brown, Jr., assistant manager, advertising and publicity, Aetna Life companies, Hartford, struck a keynote of this discussion when he said that regardless of charge, the main job of departments like his would still be to promote effectively the use of material produced and distributed.

A principal purpose of advertising material distribution is to convince the agent that the company is ready to back him up in his local advertising, but few members believe that this purpose alone would satisfy those who want to see used the material going out from home offices to agents' offices.

E. E. Sterns, Travelers, said that his company distributes only what is requested specifically through a field man. Mr. Schenke said that all requests are carefully examined but that fresh runs of 200,000 folders are often gone within two weeks.

One company has made use of three leaflets with changes only in the pictures over a period of 25 years. Another

## M. & M. Places Big Coal-Mine Line Formerly Self-Insured

The formerly self-insured Glen Alden Coal Co. of Wilkes-Barre, one of the largest operators in Pennsylvania, has succeeded in getting direct damage coverage of \$19½ million and \$12½ million U. & O. Marsh & McLennan placed the direct damage coverage with some three dozen stock companies, the largest participation being only 5%, with participations running down to one-half of 1%.

Marsh & McLennan found that only a few companies were needed to fill out the U. & O. line, as loss is made contingent on failure of a power-house. The power-house is fire-resistive and an alternative source of current is available.

Glen Alden recently experienced an \$2½ million loss on a fire resistive coal breaker.

er company examines and changes its folders at least every three years. A common report from agents is that there is too much similarity in company material. Some companies have stopped printing folders for agents because the expense of printing and handling has become prohibitive. Mr. Schenke thought that if agents were willing to pay something toward the production of advertising material, it would then be possible to provide more distinctive circulars.

Alden Taylor, Phoenix of Hartford, said accident reduction and prevention public relations work is too big a job for any one company. He thinks insurance companies might gain greater favor by emphasizing what they are already doing in cutting the number of industrial accidents and in providing leadership for safety promotion rather than in constantly telling the public that the public itself was to blame for what was happening.

Harry Helm, Glens Falls advertising director, said he would like to see more driver education in the schools, and a traffic patrolman for every 33 miles of road.

Clarke Smitheman, North America, spoke of house organs, saying one cannot print news and provide many of the other services of the insurance business press, as for example, discussion of controversial subjects. Studies by North America indicate a good reader response and the field men believe the publication does a good job of supplementing their own work.

The real effort in his department, said William Traynor, North British & Mercantile, is to give agents a good description of company advertising material with clear directions on how to make good use of it. Discussion is made as direct and specific as possible. A new agent gladly cooperates to provide his department with a background on methods of operation and selling so that the home office advertising department has a picture of the agent which can be measured against his requests for advertising circulars. Agents report that very few advertising departments answer inquiries in a way to indicate that they have given any specific thought to the individual problem of the agent seeking aid. Mr. Traynor said. No greater opportunity for making a hit with agents is offered, said Mr. Traynor, than when an advertising department answers a sincere bid for cooperation in solving an agent's advertising problem.

An experienced advertising department becomes skillful in communicating ideas and more and more insurance companies are turning to that depart-

ment for aid in putting across educational and training methods, the value of employee benefits and the advantage of being employed where they are.

Alfred E. Duncan, Jr., Fire Association, was chairman of the communications session. Graham L. Russell, personnel director Royal-Liverpool; W. W. Clement, advertising division American International Underwriters, and Thomas Sherlock, Fidelity & Deposit, were panel members. Security values offered by insurance employment mean something to employees and prospective employees today and it is important that the company succeed in getting its welfare plans understood as well as appreciated, it was noted.

To do this, said Mr. Russell, it is well to tell of the benefits to the family of employees. More and more companies are sending publications to the homes. An advertising department can aid in preparing printed information to be used in recruiting employees.

More study might well be given to devising effective means to let employees communicate with management, Mr. Clement said. He declared beneficial results may follow from startling statements which will challenge both management and employees. Thus a poster placed on the bulletin boards at A.I.U. stating, "Work Is Fun at A.I.U.", startled those who read it and unquestionably led to serious discussion about employment there.

Mr. Sherlock spoke of the problem of handling reports of employees' social activities in company publications. Sometimes, when submitted material is not used, some unusually fast footwork must be employed to avoid poor employee relations. Sometimes these issues go to the top official level for final action.

Insurance publications and their relation to I.A.C. members was the subject of the final panel session presided over by Ralph E. Richman, THE NATIONAL UNDERWRITER, New York. Other panel members were Bernard Allen, Underwriters Report, San Francisco; Robert R. Dearden, United States Review, Philadelphia, and William Woodland, Standard, Boston. Discussion centered largely on technical methods of handling and expediting advertising copy, news and technical articles. It was agreed by all that both house organs and the trade press need to devote much greater effort to selling what is already being produced and to teaching people how to read purposefully and profitably.

H. V. Carlier, secretary-treasurer, reported 147 members, 13 new ones. The executive committee met Friday morning to make plans for the coming year and to consider the program for the Skytop, Pa., meeting in the fall. President Rhea Hurd, American-Associated, St. Louis, and Irving Bothwell were platform directors.

## Marine Underwriters Elect

Assn. of Marine Underwriters of the U. S. at its annual meeting at New York elected these officers: President, William A. Boner, Chubb & Son; first vice-president, Miles F. York, Atlantic Mutual; second vice-president, Louis W. Niggeman, Fireman's Fund; executive vice-president, Carl E. McDowell; secretary, Emil A. Kratochvil, Carpenter & Baker; Edward R. King continues as assistant secretary.

## Am. Fire & Cas. Makes Gains

Assets of American Fire & Casualty recorded an increase of \$808,529 last year and at Dec. 31 amounted to \$4,844,951. The gross premium writings amounted to \$6,706,059 which was an increase of \$981,789.

## WE EXTEND A WELCOME . . .

to leading agents in substantial communities in which we do not now have representation. If you need a strong, reliable Company whose reputation for exceptional service and cooperation is outstanding, let us hear from you.



Established 1924

## PROVIDENT FIRE INSURANCE COMPANY

Henry C. Pitot, President

Royal Exchange Group

OF NEW HAMPSHIRE

111 JOHN STREET, NEW YORK

## LONG HAUL TRUCKS GASOLINE TRANSPORTS COLLISION AND FTW COVERAGES

Admitted Stock Company Facilities in the States of

Minnesota, Wisconsin, Iowa and Illinois

**N. E. Arneson Co.**

E. N. KRAFU, Manager  
Ph. Nestor 4889

1932½ University Ave.

St. Paul 4, Minn.



## APPRAISERS

FOR CORRECT COVERAGE AND PROOF OF LOSS ON ALL TYPES OF BUILDINGS AND EQUIPMENT

WRITE HOME OFFICE

**COATS & BURCKHARD CO.**  
CHICAGO 40, ILLINOIS • THE PIONEER ORGANIZATION

## Record Attendance for N. J. Agents' Midyear Meet

(CONTINUED FROM PAGE 1)

Jersey state premium taxes on fire insurance directly to firemen's relief associations. Presently agents pay the tax and take credit with their companies. It is understood several insurers are now following the suggested practice.

Membership is 1372, bringing New Jersey within shooting distance of Wisconsin and sixth place—and then within striking distance of Ohio and Pennsylvania, Mr. MacBean noted.

It was a severe blow, he said, when the state reduced its temporary disability benefits cover rates and increased coverage, a blow to agency companies writing private plan TDB. The association is watching closely further legislation which could put all TDB writings in the state fund and leave agents out of this business. He called attention to senate 307 which would eliminate contributions by auto insured to the state's UJF and increase the tap on uninsured.

Charles H. Frankenhach, Westfield, gave the state national director's report.

C. Stanley Stults, Hightstown, past president, was toastmaster at the banquet. Ray Kravetz of Jersey City, co-chairman of the membership committee, manned the registration desk.

A number of companies maintained headquarters, with strong contingents from head and New Jersey field offices. Among them were America Fore, Home, American, Crum & Forster, Corroon & Reynolds, North British, Loyalty, Pacific Fire group, Royal-Liverpool, Northern of N. Y., Merchants of N. Y. and Bill Vogel of Columbian National Life.

## Alaska FR Bill Fails

Lacking support from companies entered in the territory, Alaska's financial responsibility measure is expected to die in the senate, despite passage by the house.

It was introduced to offset a compulsory bill, which was subsequently killed. However, companies are reported to be taking a dim view of any form of financial responsibility law which would force them into an assigned risk plan in the territory where the automobile picture has not been bright.

A bill which more than doubles the benefits under Alaska's workmen's compensation act has passed both houses.

## Briegel Named in South

Kenneth M. Briegel has been named special agent for Merrimack and Cambridge Mutual Fire in Louisiana and Arkansas. He graduated from Missouri State Teachers College and served in the air force during the war. He has just finished the home office special agent's training course.

## Propose W.C. Rate Cut in Va.

A proposed revision of compensation rates in Virginia that would result in an average decrease of 1.9%, effective July 1, has been filed by Virginia Workmen's Compensation Insurance Rating Bureau. The corporation commission has set a public hearing on the proposal for May 6.

## Bonding Companies in Tenn. Suit

NASHVILLE, TENN.—Standard Accident and U. S. Guarantee are parties in a suit scheduled to be heard in federal court here Sept. 8, involving more than \$6,500,000 in claims of breach of contract by Oman Construction Co. of

Nashville, in the construction in 1951 of 79.5 miles of pipe line for Texas Eastern Transmission Corp. in Tennessee and Kentucky. It is said to be one of the most complex cases ever heard in local courts, with at least five legal firms participating.

## Price Clark Gives Texans Traffic Accident Medicine

Americans have foolishly resigned themselves to today's preventable plague of highway accidents through the same blind ignorance with which their grandparents and great-grandparents accepted smallpox and other killing diseases as inevitable in the days before scientific research found antidotes for traditional germ killers, Price E. Clark, educational director of Association of Casualty & Surety Companies, told the Texas Safety Conference March 31 at Houston.

The speaker asserted a scientific approach to the automobile accident problem through mass education as a "physic anti-toxin aimed at carelessness and ignorance" might prove as successful as the medical research which has controlled other scourges of mankind, in recent history.

Mr. Clark urged universal high school driving courses, with similar training available for all adults, as a much-needed step towards combatting the nation's huge traffic accident toll. He continued the analogy between medical approach to disease and the driver-attitude "germs" causing death and injury on the highways, giving statistics on the success of the battle on the disease front as against the losing fight in the traffic accident epidemic.

"In the face of these compelling statistics, hasn't the time arrived when we should inoculate every boy and girl against highway accidents through universal driver education?" he queried. "If medical science can stamp out and minimize the danger of many of the contagious diseases through control and education, society might do a comparable job of controlling the traffic death toll at last by giving every secondary school student the anti-toxin of driver education that will help him to survive future annual epidemics of highway accidents."

## Mass. Church Rates Pared

Rate reduction ranging from 10 to 25% on churches and chapels became effective in Massachusetts April 1 by action of New England Fire Insurance Rating Assn. New percentage reductions to be applied to tariff rates are put into effect. Frame churches are subject to 10% reduction, brick protected get 25% reduction instead of 10% as in the past, and brick unprotected that were formerly subject to tariff rates, now get a 25% reduction.

## Tenn. License Law Amended

NASHVILLE—Tennessee's agents' licensing law has been amended to restore the requirement of a certificate of authority on all license and renewals issued by the insurance department, but only after payment of a tax by the agent.

## Middle Atlantic C.P.C.U. Meets

The Middle Atlantic C.P.C.U. chapter met at Philadelphia. Reports were made by the sponsorship committee, research committee and convention committee.

The next meeting will be held April 21. Robert Burns, president of Robert Burns agency and of American Agency Management Bureau of Washington, D. C., will speak on "Agency Management Problems."

*Now is the time!*

Get Ready To Handle

## CARNIVALS AND FAIRS

Wire, write or telephone for Application Forms to be submitted in obtaining quotations and coverage on the following:

- ALL TYPES OF RACING
- THRILL SHOWS
- AMUSEMENT DEVICES
- FIREWORKS DISPLAYS
- PARADES AND CONTESTS

## JONES & WHITLOCK, INC.

Wm. C. Eaton, Vice President

175 W. Jackson Blvd.

Chicago 4, Ill.

Telephone HARRISON 7-7133

Established in the year of 1840

AMERICAN REPRESENTATIVES OF UNDERWRITERS AT

## LLOYD'S LONDON

LOUISVILLE

NEW YORK

LOS ANGELES

165 Stark Building

169 William St.

210 W. Seventh St.

"America's Oldest Inland Marine Underwriters"

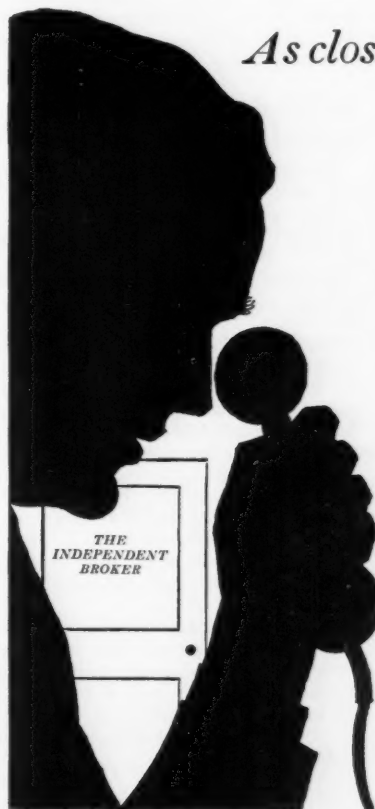
*As close as your phone...*

## YOUR OWN LIFE INSURANCE DEPARTMENT

Now, your nearest Connecticut General brokerage office can give you all the advice, specialized service, sales and promotion assistance you need to handle life coverage profitably.

Get the details: Telephone the nearest Connecticut General office or write to Connecticut General Life Insurance Company, Hartford, Connecticut.

Connecticut  
General



## New Travelers' Booklet Shows Record Auto Accident Toll in '52

More than 2 million casualties, the worst automobile accident toll in the nation's history, were recorded in 1952, according to figures released by the Travelers. Last year's traffic deaths totaled 37,600, an increase of 500 over the 1951 mark. The injury count soared to 2,090,000, more than 127,000 over 1951.

The death and injury totals are high-light statistics from "Who, Me?", 19th in an annual series of traffic accident data booklets published by Travelers. Company statisticians collect and analyze accident facts from each state.

The most dangerous mistake in driving last year was excessive speed. Speed killed 13,430 persons and injured nearly 600,000, according to the report. Drivers under 25 years old were involved in almost 25% of the year's fatal accidents although they constitute only about 15% of the total of all drivers.

More than 15,000 persons were killed and nearly 750,000 hurt in weekend crashes in 1952, 40% of the deaths and 36% of injuries occurring on Saturdays and Sundays.

It was the second consecutive year of improvement in the pedestrian record. Figures from the booklet show that pedestrian casualties were reduced by more than 8%. Crossing between intersections, "jay walking", still is the chief cause of pedestrian deaths and injuries.

### HIGH FEB AUTO DEATH RATE

The calendar offered the nation a chance to save about 100 lives this year, but motorists and pedestrians failed to take advantage of it, according to National Safety Council. Just as many persons were killed in traffic accidents in February this year, when there were only 28 days, as in the Leap Year February of 29 days last year.

The February toll was 2,630—about the same as in the corresponding month a year ago. That raised the number of deaths for the first two months this year to 5,470—an increase of 4% over the 5,280 killed in January and February of 1952.

The council's figures, based on reports from 47 states, are for fatalities only and do not include non-fatal injuries. Twenty-six of the 47 states had fewer deaths in February, three had no change and 18 reported more deaths. For the two months, only 20 had fewer deaths and 27 had increases.

### Expand Western PR Work

Western Insurance Information Service of Los Angeles, the public relations organization for casualty insurers of California, has expanded operations into Washington. An office has been opened at Seattle with Kar. Krogstad, Jr., as manager. There are now 26 companies participating in the program, one phase of which now calls for speeches on casualty insurance to be delivered in California at the rate of more than one per day.

### New Stokes-Bandy Partner

Jerry Atkinson, with the firm for six years specializing in contract and bond insurance, has been made a partner in the Stokes-Bandy Co. at Nashville, the new firm name being Stokes-Bandy-Atkinson Co.

L. Keith Murry, general agent for Allied Mutual Casualty at Topeka, has taken over enlarged quarters at 104 West 14th street. He occupies the entire second floor. He operates a large claim department for Allied.

## Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

manager, to succeed him, and R. C. Robinson, formerly assistant manager there, to the Brooklyn post. A new branch office has been opened at Tuscaloosa, Ala., to service an area formerly handled from Birmingham. J. M. Martin is in charge.

### Mutual Agents Protest Increasing Coercion

National Assn. of Mutual Insurance Agents at its mid-year meeting at New Orleans expressed concern over the practice of automobile dealers, building and loan and other mortgage loan firms of forcing the borrower to buy insurance through them and rather than from a company or agent of his own choice.

The association went on record as favoring a type of law similar to that of Ohio which prohibits the issuance of agents' license to automobile dealers when they sell insurance on property they own or control. The Department of Justice antitrust division's action in filing suits against financial institutions which coerce borrowers into placing required insurance with the lending firm was approved.

### Policy-Making Jobs in New Welfare Department Cleared from Civil Service

WASHINGTON—With the Eisenhower plan to create a department of health, education and welfare given Senate approval, the civil service commission reportedly has cleared the way for prospective Secretary Hobby to put her own people in six policy-making positions.

These are two assistant administrators (of FSA) who are expected to become assistant secretaries of the new department; general counsel, and directors of the offices of international relations, federal-state relations, and field services.

Senator McClellan, Arkansas, former chairman of the committee on government operations, cast the only vote against the Eisenhower plan because the resolution of approval provides the plan shall become effective in 10 days.

Meanwhile, the President was expected to ask Congress shortly for legislation creating a commission to study federal-state relationships in social security, grants in aid, medical programs and taxation.

### Public Relations and Loss Adjustments Inseparable

Public relations and loss adjustments are inseparable, Allen C. Guy, regional supervisor for Ohio of Western Adjustment, told the Young Agents Conference, a program of Ohio Assn. of Insurance Agents, at Granville. His subject was "Good Loss Adjustment Procedure."

The approval of the insuring public is, and should be, the goal of each one in the insurance business, Mr. Guy said. While much important work must be done before the loss occurs, prompt attention by the agent and adjuster is of utmost importance. It is well to remember the loss may be the first and only loss this assured may ever have, Mr. Guy emphasized.

The conference, a two-day meeting, was attended by about 90 members.

L. E. Grigsby, assistant western manager of Hartford Fire and Mrs. Grigsby are on a motor trip through the southwest that will take them as far as Dallas to be with their daughter, Nancy, over Easter. She is a sophomore at S. M. U.

E. G. Lane has been transferred from Knoxville as state manager of American Mutual Liability. He succeeds Frank Dietz, who becomes state manager for Louisiana at New Orleans.

### New York Mutul Agents' Program Is Announced

At the Mutual Agents Assn. of New York State convention at Syracuse April 20-21, Gen. Carlos P. Romulo, delegate to United Nations from the Philippines, will be the guest of honor at the opening luncheon.

That afternoon agents will discuss the meeting of competition by carefully examining the causes of lost sales. George A. Bowie of Firestone Tire & Rubber Co. will conclude the session with a talk on "Meeting the Moods of Main Street."

The second day John H. Kroll, president National Assn. of Mutual Insurance Agents, will talk. Joseph F. Murphy, deputy of the New York department, will discuss the casualty market and Eugene V. Bradley, inland marine manager of Lumbermens Mutual of Mansfield, will discuss the forgotten dollar. Roderick L. Geer, executive secretary, will discuss auto liability legislation.

James Dunn of Carrier Corp., Deputy Walter F. Brooks of the New York department and Frederick A. Schultz of Unity Life & Accident will discuss agency taxation, commingling and agency overhead, respectively.

Raymond C. Baker, executive secretary of New England Mutual Fire Assn., will talk on the agent's role in public relations. A breakfast session will be sponsored by New York Cooperative, and there will be a banquet and cocktail hour.

### On Isotope Program

Reuel Stratton, supervising chemical engineer of Travelers, will discuss radiological safety and insurance problems at a symposium for management personnel being conducted April 30-May 1 by Oak Ridge, Tenn., institute of nuclear studies. There is a steadily increasing use of radio isotopes as research tools for improving quality and lowering costs, and that is the reason for the meeting of industrial management representatives. The institute is presenting the seminar in cooperation with the atomic energy commission.

### 3 Credit Writers in Assn.

Three companies have joined Consumer Credit Insurance Assn. The companies, which write credit life and/or A. & H., are Employers Life of Birmingham; Mutual Benefit H. & A. and North American L. & C.

### G.A.B. Makes Two Moves

General Adjustment Bureau has changed its locations at Wheeling, W. Va., and Hagerstown, Md. The new address at Wheeling is the Hawley building and at Hagerstown, G.A.B. is now located at 129 West Washington street.

## New Blank Reduces Expense Exhibit Greatly

NEW YORK—The National Assn. of Insurance Commissioners' blanks committee meeting here under Chairman Robinson of Ohio adopted the proposed new fire and casualty expense exhibit. This streamlines the exhibit into one page instead of eight and it ties the reporting in with the new statement. It will be used on this year's business.

The action of the fire and casualty subcommittee in opposing elimination of state and schedule T reinsurance columns was confirmed by the full blanks committee.

The blanks group voted to combine schedules E and F. Presently E shows reinsurance recoverable and premiums in force, requiring two lengthy listings of insurers. By adding two columns to E for the premium figures, F can be discarded.

Another change would permit listing of bank balances by banks on Dec. 31 only with a total for the other 11 months. This would eliminate the listing of each bank each month.

The Glennon report on excess of loss reinsurance, which opposed showing this as a separate item in the statement and referring the matter to the commissioners' executive committee, was affirmed by the blanks unit.

### Ebaugh Kemper Manager for Pacific Northwest

V. J. Ebaugh has been appointed manager of the Pacific Northwest department of Kemper companies to succeed R. L. Noble who has been manager of the department, with headquarters at Seattle, Wash., since 1937. Mr. Noble has purchased the Leon Thomas agency in Tacoma, Wash., and will continue his association with the Kemper companies in the local agency field.

Mr. Ebaugh joined the Kemper organization in Chicago in 1946 and has been at the Seattle office since 1947 as district agency supervisor, production manager, and associate manager. He is a graduate of Gonzaga University and of Mutual Insurance Institute.

Mr. Noble was honored at a farewell dinner party March 31 and was presented gifts by the staff of the Seattle office and by M. F. Gruhn, Pacific Coast vice-president, on behalf of the officers of Kemper companies.

### New S. D. Insurer

E. W. Smith, president of E. W. Smith Co., managing general agents in South Dakota, has chartered and licensed a new casualty company, Security General of Sioux Falls. Mr. Smith is president, and R. J. Smith is executive vice-president; M. M. Smith, secretary and E. J. Caille, treasurer.

Business of the company in South Dakota will be handled by the E. W. Smith agency.

### New Vestal & Vernon Home

Vestal & Vernon agency, state managers for Mutual Benefit H. & A. and United Benefit Life held a formal opening of its new home at Jackson, Miss. Co-managers are E. C. Vernon and Nelson Vestal.

Also Messrs. Vestal and Vernon were judged as outstanding new managers for the company in the United States, Canada, Alaska and Hawaii. Their firm had A. & H. and hospital premium income of \$850,000 in 1951.

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## What has this blueprint to do with the cost of automobile insurance?

The blueprint reproduced above is one which has an important effect on the cost of State Farm Mutual auto insurance.

It is the master blueprint for recent State Farm branch office buildings. It is also the building plan for the new branch offices called for by State Farm's present program of speeding service by taking its operations closer to policyholders.

It represents a new idea in insurance architecture—a sharp break from the towering granite and marble edifices in which insurance companies have traditionally housed themselves in the past. The new State Farm branch office buildings are streamlined, one-story structures which combine construction economies with high functional efficiency. So completely are they designed to fit State Farm's own "flow-of-work" pattern that almost nine-tenths of all floor space can be devoted to revenue-producing activity, with only a

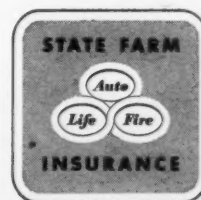
minimum used for lobbies, hallways, heating plants, rest rooms, etc.

The result is a saving, not only in original cost of construction, but also in taxes, depreciation, interest on the investment and maintenance. Even more important, the new building floor plans speed State Farm operations, eliminate waste steps and waste motions, simplify inter-departmental traffic, and make more and better work possible with less strain and greater comfort for each State Farm worker.

This, in turn, means savings in both time and money in the handling of State Farm business—and provides another example of the lengths to which State Farm Mutual will go to keep its "housekeeping costs" at the level of greatest efficiency, so that the savings can be passed on to its more than 2,500,000 members in the form of lowest possible cost for their insurance.

## State Farm Insurance

State Farm Mutual Automobile Insurance Company  
and wholly owned affiliates  
State Farm Life Insurance Company  
State Farm Fire and Casualty Company



Home office—Bloomington, Illinois. Branch offices—Berkeley, California—St. Paul; Minnesota—Lincoln, Nebraska—Marshall, Michigan  
Dallas, Texas—Charlottesville, Virginia—Toronto, Ontario. Field claim offices in more than 280 principal cities.

# 4 OF A SERIES

## *The Path of a Good Agent*



Arranging adequate coverage to meet the varying needs of each of his clients is another of the valuable services performed by the competent insurance agent. His familiarity with local conditions, his understanding of his clients' problems and his thorough knowledge of insurance make him a vital member of his community.

Agents representing *The American Insurance Group* provide adequate protection by Account Selling Programs tailored to individual needs—through THE AMERICAN FAMILY PROTECTION PLAN.

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Meet Individual Needs**

**He Surveys and Analyzes  
His Clients' Needs**

**He Helps Prevent Loss**

Another in the series of advertisements highlighting the most important and distinguishing qualities that determine a good insurance agent. This series is based on literature prepared by the National Association of Insurance Agents.

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